

Mr. Harold A. Beam,  
14200 Woodmount,  
Detroit, Mich.



# WEEKLY BULLETIN

## MICHIGAN SOCIETY OF ARCHITECTS

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Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879. Published Weekly. Subscription Price: 50c per year (Non-members \$1.00) 10c per copy

Volume 15

DETROIT, MICHIGAN, MARCH 4, 1941

No. 9

## A MESSAGE TO MICHIGAN ARCHITECTS

FROM BRANSON V. GAMBER, PRESIDENT

In less than a month the architects of Michigan will assemble in Detroit to attend the twenty-seventh annual convention of the Michigan Society of Architects. A number of committees have been working hard for months to complete all arrangements, so that this convention will be the most outstanding one that the Society has ever known.

Many meetings of the several committees have been called to plan and work out all the details so that nothing will be lacking in the arrangements for the entertainment and comfort of the visiting members, their wives and our friends of the building industry, and also the public who will be invited.

The business sessions of the convention will be important and interesting, and matters in which our profession is deeply concerned will be presented to the members for discussion and proper action. A most unusual and valuable architectural exhibit is planned, and a fine display of new and improved building products is now being arranged. Through the effective publicity which will be given, the public will be informed regarding these exhibits, and a cordial invitation to view them will be extended.

Interesting meetings and entertainment have been planned for the women, and it is hoped and expected that the members will bring their wives with them, so that they may enjoy all that has been arranged for them. The dinner dance has been conceived and arranged particularly with this purpose in mind, although there will be groups of tables set aside for the men who are so unfortunate as to be without such gracious company. Reservations for tables should be made now, as the choicest ones are being reserved rapidly.

It is the desire and the expressed purpose of the Board of Directors of the Society that the attention of the public shall be drawn to this convention. It is an opportunity to indicate that such a profession exists to serve them, and

also to show that there is an active, progressive state association of architects. It is also the intention to interest the public in the work and the products of the building industry in this state. The public will be informed fully regarding the program, the actions of the convention, and the various exhibits.

This convention will be an event which none of us can afford to miss. A full program will be published in the M.S.A. Weekly Bulletin well in advance of the opening of the meeting. It is recommended that all members read the reports of committees before attending the meetings. There will be an opportunity to take part in the serious affairs which are being handled by this Society for the benefit of the entire profession. Other state societies are following our lead in the constructive, progressive program which is now underway. There will be also the pleasure and privilege of getting better acquainted with the other good fellows in the profession, and our friends in the building industry. In addition there will be lots of recreation and fun for all who attend.

A good representation of the members from each of the seven Divisions of the Society is needed, in order to derive full benefit from the business sessions, as well as making the entire convention the great success which it is planned to be. A suggestion has been made that each local Division organize a large group of members and

See GAMBER—Page 3

### ARCHITECTS

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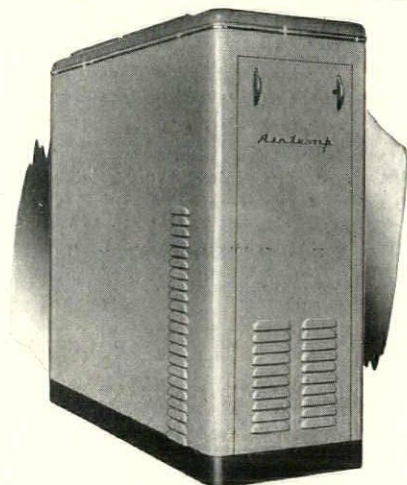
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## FRED L. SMITH

Fred Louis Smith, one of the nation's foremost architects, was killed in a traffic accident in Detroit on February 25th, when his automobile was struck by another vehicle and hurled into the side of a concrete-mixer truck.

Mr. Smith, seventy-eight years old, was president of Smith, Hinchman & Grylls, Architects and Engineers, who have accounted for many of the finest and largest buildings in Detroit, as well as elsewhere throughout the nation. The naming of only the more important ones would be an impressive list—the Penobscot, Buhl, Union Guardian, and Michigan Bell Telephone; the J. L. Hudson Store, the Dodge Plant and the Hiram Walker Plant in Peoria, and many others. More recently the firm has done the Rackham School of Graduate Studies at the University of Michigan, the Boy's Club of Detroit, and at the present they have a huge armament plant for the Government.



F. L. Smith

Born in Detroit in 1862, he attended Detroit public schools and when he was twenty years old followed the family tradition of architects that was started by his grandfather. He joined his father's firm, which became Mortimer L. Smith & Son. He was later first vice-president of Field, Hinchman & Smith. In 1907 the firm was changed to the present organization with Smith as president.

He was a member of the American Institute of Architects, Michigan Society of Architects, Engineering Society of Detroit, Detroit Club, Detroit Athletic Club, Country Club and the Detroit Board of Commerce. He was also registered as an architect in Illinois and in New York.

Mr. Smith lived at 3452 Iroquois. Surviving are his wife, Edith R., two sons, Mortimer L., of Detroit, and Fred L., of Peoria, and two daughters, Mrs. Florence E. Smith and Miss Esther M. Smith, of Detroit.

And so, Fred Smith has passed. He contributed greatly to the beauty and utility of our city. A lovable character, his way has been the steady one in which a man becomes the true master of his calling.

The good health and undiminished vigor of the firm of Smith, Hinchman & Grylls can be ascribed, we think, to the fact that its leadership has been in the hands of such men, whose first interests have been in architecture—men of such influence as that of Collamore, of Hinchman, of Smith; and now, of the original firm, only Maxwell Grylls is left.

He was a great man and a great architect and he knew how to tie people to him and create a great organization.

It will be hard to realize that this figure is no longer with us. Fred Smith was one of the dominant forces which have helped to lift architecture to its present place of prominence in the world. The profession will grieve deeply the loss of so worthy a disciple.

Like the skyscrapers he has built, he towers too high to be measured with a simple yard stick. In the long-view estimate one must consider such factors as the marvelous trend of his time; the spirit and opportunity of America; the ambition and enthusiasm of the city in which he made his remarkable career.

### GAMBER—(Continued from Page 1)

their wives to make the trip by train, bus or automobiles to the convention. It will make a pleasant little vacation for all such groups.

Remember the dates, March 19th to 21st, inclusive, the place, Hotel Statler, Detroit, and be sure to come. The architects of Detroit are awaiting your visit, they will act as your hosts, and a grand time will be yours. Please do not disappoint us, please do not let us down—and please be sure to come. You will receive a glad welcome.

MARCH 4, 1941

## SOCIETY'S NOMINATING COMMITTEES REPORT

Two nominating committees to name candidates for the various offices in the Michigan Society of Architects, to serve during 1941-42, have just reported to Branson V. Gamber, Society president.

One committee, appointed by Gamber, was headed by A. B. Chanel of Battle Creek, with Paul Kasurin of Ann Arbor and L. Robert Blakeslee of Detroit as members. The second committee, elected by the board of directors consisted of Robert B. Frantz of Saginaw, chairman, John P. Baker of Grand Rapids and Earl W. Pellerin of Detroit.

Nominations are as follows:

For president, C. William Palmer, Detroit; for 1st vice-president, Emil Lorch of Ann Arbor; for second vice-president, Roger Allen of Grand Rapids and Wirt C. Rowland of Detroit for third vice-president, Aloys Frank Herman of Detroit and Emil G. Zillmer of Grand Rapids; for secretary, Cornelius L. T. Gabler of Detroit; for treasurer, John C. Thornton of Detroit, and for executive secretary, Talmage C. Hughes of Detroit.

Nominations for directors, three to be elected, are Kenneth C. Black, Lansing; Clair W. Ditchy, Detroit; Alden B. Dow, Midland; Alvin E. Harley, Detroit; Arthur K. Hyde, Detroit; Louis C. Kingscott, Kalamazoo, and Harry L. Mead of Grand Rapids.

Branson V. Gamber will remain on the board by reason of being retiring president. Balloting will be by mail and election will take place at the Society's Twenty-seventh Annual Convention at Hotel Statler, Detroit, March 19, 20 and 21.

## LAPSED REGISTRATIONS

Those architects who have allowed their registration to lapse, and who intend to continue in practice, should take care of this matter immediately. The names of some seventy-five, published in a recent issue of the Bulletin, have already been dropped from the official list issued by the State Board. The Convention Number of the Weekly Bulletin goes to press on March 8, and unless renewals of registrations are effected by that date they will be omitted from the list appearing therein. This is not merely a matter of dropping names. A far more important principle is involved, that of practicing illegally. The registration act certainly should be observed by the architects themselves, if we expect it to be by others, and, further, a very serious legal question arises which could jeopardize the position of one so involved.

In this connection there will be a distinction in the way members and non-members are represented in the Convention Number of the Bulletin—Better pay your dues now.

## BOOTH FELLOWSHIP

The College of Architecture, University of Michigan, announces that the George G. Booth Traveling Fellowship in Architecture will be offered again this year, and the competition in design will be conducted during the two weeks beginning April 11. This competition is open to all graduates of the school who have not reached their thirtieth birthday on that date. Prospective candidates should write to the office of the College of Architecture, University of Michigan, at once.

## ARTHUR HERCZ

A retired Chicago architect who designed many church interiors and homes, Arthur Hercz, 74 years old, died at his home in Chicago on February 3. He was a native of Hungary and had resided in Chicago since going there to attend the Columbian exposition in 1893.



## CHAPTER HEARS WILBY

At a meeting of the Detroit Chapter, The American Institute of Architects, held at the Intercollegiate Club on February 19th, our fellow member, Ernest Wilby of Windsor, Ontario, was the principal speaker. He was accompanied by David J. Camerson, Windsor architect. Other members present were Messrs. Lorch, Stirton, Lee Black, Kenneth Black, Calder, McConkey, Thornton, Gabler, Pellerin, Lyndon, Spence, Bauer, O'Dell, Perry, Eisen and Hughes. Guests from the Student Branch were Jimmy Morison and Bill Rosenberg.

President Lorch conducted and reported on a Chapter board meeting held just previous to the Chapter's dinner meeting.

In introducing the speaker, Professor Lorch said that it seemed desirable to consider some of the worthwhile values. Many of the students at the University knew Mr. Wilby affectionately as the professor, he said, adding that Wirt Rowland would call him Pop Wilby. He referred to Mr. Wilby as one of the most valuable teachers who had ever been on the University faculty.

Mr. Wilby responded by saying that Professor Lorch had described a man, not as he is but as he would like to be. He asked that his audience forget the office and other useful and practical considerations to give thought with him to architecture in its broader sense, the tremendous, spiritual force that it is.

Professor Lorch remarked after the talk that he had long been trying to induce Mr. Wilby to put down his philosophy on paper, but that this was the nearest he had come to succeeding. Mr. Wilby's discourse was from notes, but as soon as they are organized into a manuscript the talk will appear in the Weekly Bulletin.

### Fellow Architects and Friends:

On behalf of our Detroit members and the committee, we should like to extend to each and everyone of you a most cordial invitation to attend the Michigan Society of Architects' Twenty-Seventh Annual Convention at Hotel Statler in Detroit on March 19, 20 and 21, and particularly the Fifth Annual Dinner Dance on the evening of Wednesday, March 19, 8 P. M.

We are depending upon both the Statler Hotel and Del Delbridge's Orchestra to put forth their very best efforts in helping us make this party an outstanding event.

The committee is planning many novel effects for your entertainment—and the two floor shows are really ripper-strippers!

The party will be formal in dress (but informal in friendliness), and is open to architects and their friends.

Subscription is \$6.00 per couple. Reservations to be made with Talmage C. Hughes at 120 Madison Avenue, Detroit. Phone CHerry 7660.

We know you and your friends will enjoy this evening, and we look forward to seeing you there.

Cordially yours,

Leo J. Schowalter

For the Committee

\* \* \*

Better make your reservations now as only Tables 6-32-33 remain open in the main ballroom. After they are taken only those in the adjoining banquet room will be available.

## COMMITTEE REPORTS

Chairmen of M. S. A. committees, and Division Chairmen, are again reminded that annual reports are now due. Since considerable time is required to collect, arrange and publish in the Weekly Bulletin, your cooperation in submitting reports as soon as possible will be greatly appreciated.

## REPORT OF MEMBERSHIP COMMITTEE

DETROIT DIVISION, M.S.A.

Lawrence E. Caldwell, Chairman

It has been a great pleasure for your membership committee to assist the Detroit Division during the past year. We feel as though all registered architects should support their organization. Only through the whole hearted cooperation of each and every one of us can we show any advancement in our chosen profession. This organization is for all of us and only through the 100% cooperation can we exist.

The committee has this suggestion to make for those who will be assigned the same task that we have just completed. First—The Treasurer of the Detroit Division should send bills to those men who have paid their dues to the State Society. I am sure that the Treasurer of the M. S. A. would gladly send a list of paid members to the division treasurer several times during the year. A great many architects are not familiar with the Detroit Division by-laws and do not know that they owe any dues. We would like to make a suggestion that whoever is chairman of the Membership Committee next year select enough assistants to completely canvass all architects in this area. The committee, instead of comprising 2 or 3 members, might be increased to 10 members, as the task of contacting all the potential members in this area is a huge one. I think some of the younger members might be drafted for this task regardless of whether or not they are practicing. All these men who are at present practicing in their own names should be encouraged to lend their support now so they may be able to better the organization as they step up to fill the places now held by older men.

We feel rather proud of the fact that we have been able to show a substantial gain over the past year, in fact nearly 100% increase in membership. Next year, as an incentive to the new membership committee, may we suggest an even larger increase, say 250 paid members.

Thank you Mr. President, for the opportunity to be of service.

### H. A. SCHERRER

Herman A. Scherrer, retired architect and member of an early Indianapolis family, died at his home there on February 15, after an illness of one year. He was 60 years old.

Mr. Scherrer was architect for many schools, churches and other buildings in Indianapolis. His father, Adolph Scherrer, was architect for the present Statehouse.

Born in Indianapolis May 24, 1880, Mr. Scherrer was a graduate of Emmerich Manual Training High School and the Massachusetts Institute of Technology. He retired in 1929 and since that time had devoted much of his interest to photography.

CONGRATULATIONS, Elmer C. Roberts, former president, Chicago Chapter, A.I.A., and Mrs. Roberts—recently married, and just returned from a honeymoon trip to Honolulu. Mrs. Roberts, daughter of the late Judge and Mrs. W. R. Hunter of Kankakee, Ill., a graduate of Northwestern University and studied Voice at the American School of Music in Fontainebleau, France, and in Berlin, Germany.

Robert F. Schirmer, president of the Brooklyn Chapter, A. I. A., recently paid the Bulletin a visit and we had a most enjoyable visit with him, comparing notes and settling the future of the profession. Bob has of late been with Smith, Hinchman & Grylls, on duty at a large Eastern project and more recently has been brought to their Detroit office.



## FROM WEST MICHIGAN DIVISION

Dear Mr. Gamber:

At a meeting of the Western Michigan Division of the Michigan Society of Architects on February 18th, the following motion was introduced and unanimously adopted:

"Resolved, in view of the fact that Branson V. Gamber, in his first year as President of the Michigan Society of Architects, has so distinguished himself in that office by his many accomplishments for the betterment of the architectural profession, the Western Michigan Division would urge him to reconsider his decision not to run for re-election.

"It is not without a full understanding of the tremendous amount of time and energy which Branson Gamber has unselfishly and loyally given to the State Society that we present this resolution. Were it not for the great work which he has begun, and which we feel that Mr. Gamber alone, is suited to see through to a successful conclusion, would we presume to ask him to make any further sacrifice of his time, his health and his business."

The architects of Michigan need your leadership, Mr. Gamber, may you see fit to reconsider your decision and head our Society for another year.

Yours very truly,

EMIL G. ZILLMER, *President*

## THE REPLY

Dear Mr. Zillmer:

I am deeply touched by the resolution which your Division passed, and which you so kindly included in your letter to me. I appreciate it more than I can tell you, and it is a much greater tribute than I deserve.

Nothing would make me happier than to continue with my work as president of the Society, because I have enjoyed it, and I have had the utmost cooperation from everyone, including yourself. However I must relinquish it, because of a number of reasons.

I know that there are good capable men in our association who will carry on the work most creditably, and who will hold the banner high.

With best regards to you, and all the Division members, and my sincere thanks for your kind expressions of confidence, I am,

Yours sincerely,

BRANSON V. GAMBER

*President, Michigan Society of Architects*

## T. O. WILLIAMS

Theodore O. Williams, 79, retired Kent country surveyor, died February 21, following a long illness. Mr. Williams had held the county office 47 years, retiring Dec. 31, 1937.

Born in Allegan county May 27, 1861, he was graduated from the old Michigan Agricultural college in 1883. He served six years as Allegan county surveyor and then went to Kent county.

Mr. Williams served as county road commissioner engineer in 1911 and at one time was district highway engineer. In 1931 he received an honorary engineering degree from Michigan State college.

He was a past president of both the Michigan Society of Engineers and the Grand Rapids Engineers Club.

## KIMBALL NAMED OFFICER, A. G. C.

Associated General Contractors of America have elected Dan W. Kimball, president of Owen-Ames-Kimball Co. of Grand Rapids, to the office of vice president, which should bring him to the presidency of the national organization next year.

Kimball has been chairman of their public relations committee and also has been a member of its board of control. He is president of the Michigan chapter. He has been a leader in the industry in Michigan for a long time, active in the work of improving practices in the industry.

He is a graduate of Michigan State Normal college and the University of Michigan, in the class of 1905.

\* \* \*

Charles T. Ingham, national secretary of the American Institute of Architects, Washington, D. C., has announced the election to institute membership and assignment to the Grand Rapids chapter of Paul E. Flanagan of Grand Rapids and A. Alan Stewart of Lansing.

## ROBERT DOUGLASS

Robert Douglass, manager of The Grand Rapids office of Crane Company died in Florida on February 22. Mr. Douglass had been with Crane Company for thirty-eight years and Grand Rapids manager since 1916. He was well and favorably known in the building industry and his host of friends will feel a distinct loss in his passing.

## THE SOCIETY'S GREATEST MEETING

*President Gamber has written the president of each division as follows:*

During the last six months a great deal of work has been done by several committees to plan the details for the MSA Convention at Hotel Statler, Detroit, March 19th to 21st inclusive. It is planned to make this the greatest and most important meeting which the Society has ever held. Unusually interesting and important business meetings have been arranged, as well as excellent exhibitions of architecture, and building materials, and lots of pleasant entertainment has been provided.

An interesting program of entertainment has been arranged for the ladies, and the members are urged to bring their wives along to enjoy it. A full program will soon be published in the Weekly Bulletin.

The success of the convention depends upon a large attendance for the three days, and the sustained interest and cooperation of all of our members. For this reason, I am requesting you to act as our regional representative in an effort to induce the members of your local Division to attend in full force. A suggestion was made that local groups with their wives might be organized to come to the convention by train, bus or in automobiles. In that way a pleasant little vacation will be assured to such groups.

Will you kindly do your level best to arouse interest in your locality to bring out a large group, headed by yourself, and thus make your hosts in Detroit feel very happy.

Your sincerely,

BRANSON V. GAMBER

*President, Michigan Society of Architects*

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## N. Y. CHAPTER HONORS LaGUARDIA

Cited as "architect of New York City's destinies", Mayor Fiorello H. LaGuardia was made an honorary associate of the New York Chapter of the American Institute of Architects Tuesday, February 25, at the eighty-fourth anniversary dinner of the Chapter.

The citation, read by William Adams Delano, Fellow of the Institute and past president of the New York Chapter, said: "The City of New York during his terms of office has been enhanced by public improvements in architecture and city planning that serve as an inspiration to the nation. The Mayor often and ably supported the fine arts by precept and example." The certificate of membership was presented to the Mayor by Frederick G. Frost, president of the Chapter.

The Chapter's Medal of Honor was presented to Clarence S. Stein, former chairman of the New York State Commission on Housing and Planning, in recognition of high professional achievement, particularly in the field of housing. The citation, read by Philip L. Goodwin, member of the medal jury and a Fellow of the Institute follows:

"As a pioneer in the study of housing and a profound student of its sociological as well as its architectural problems, his researches over the past twenty years have been a valuable and influential contribution to our mental attitude toward, and our knowledge of, this important civic problem.

"He has made application of his knowledge in such solutions as Sunnyside on Long Island, Hillside in the Bronx and Fort Greene Houses in Brooklyn. The New York Chapter is happy to honor such eminent work among the achievements of its members and to add the name of Clarence Stein to the list of distinguished recipients of its Medal of Honor."

An Apology—In recent notices of the election of officers for the Detroit Division, M. S. A., the name of Frank H. Wright, elected vice-president was omitted. Couldn't be possible that we would intentionally leave out our best friend, so, it must have been that we just took it for granted that every one would know that he was reelected.

Wirt C. Rowland has been sent to Norfolk, Virginia, by the firm of Giffels & Vallet, architects and engineers, L. Rossetti, associate; and the same goes for Ned Tuttle of Battle Creek—c/o G. & V., Naval Operating Base, Norfolk.

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## ARCHITECTS' REPORTS

AGREE CHAS. N., 1140 Book Tower

Plans for re-modeling exterior, Avalon Theatre—Linwood Avenue.

One story Comm. Bldg., Gd. River at 9 Mile Rd., East Det. Tri-Square Realty Co., Owners. Fig. closed.

Two story reinforced concrete warehouse, located at 253-265 E. Milwaukee for B &amp; C. Investment Co., owners. Gen'l. con. let to F. H. Martin Co.—Pbg. W. A. Adam.

Prep. plans for two story and basement department store, located on Biddle Avenue, Wyandotte.

Prep. plans for the modernization of Goodwin's Gratiot near Farmer. Modernization of exterior, interior, new air conditioning heating system, new elevators.

1 story store bldg. on E. Jefferson for A. &amp; P. Tea Co. Structural Steel Con. let to Weldeman Iron Wks.

BENNETT &amp; STRAIGHT, 13530 Michigan Ave.

Bids closed on Architectural and Mechanical trades—Dr. Wright Clinic and Office Bldg.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd.—Mech. bids closed.

New Theatre—Midland, Mich. Prep. sketches.

Plans for 1000 seat Theatre, Rochester, Mich. Ready about March 15.

Allen Park Theatre. Fig. closed.

BRANDT, CHRISTIAN W., 3408 Eaton Tower

Add. to Bldg., Gratiot and 7 Mile Rd., Bids closed.

Plan for Res. Huntington Woods.

DES ROSIERS, ARTHUR, 1078 Maccabees Bldg.

Fig. on Res. Westchester Road, G. P. P., due Feb. 12.

Add. St. Joseph's Parish, Raymond &amp; Gratiot. Bids closed.

GIEFFELS &amp; VALLET, Inc. &amp; L. ROSSETTI ASSOC. ENG.

&amp; ARCH., 1000 Marquette Bldg.

Bldg.—King Seeley Corp., Ann Arbor, Mich. Bids due Feb. 28—Structural Steel, Plbg. &amp; Htg. El. WK., Sprinklers, etc.

HARLEY &amp; ELLINGTON, 1507 Stroh Bldg.

Alt. to Vernor's Ginger Ale Stores—Woodward Ave.

Refrigeration fig. due Feb. 25.

Ditzler—Color Co.—Gen'l. con. let to Banbrook-Gowan Co.—Plbg. &amp; Htg. Glanz &amp; Killian.

JAMESON, LAWRENCE B., 8580 Jos. Campau

Figures—Dodge Union Hall—closed.

L. B. JAMESON &amp; S. J. STACHOWIAK, 8580 Jos. Campau

Three story bldg.—Margolis Furniture Co., fig. closed

H. AUGUSTUS O'DELL, 700 Marquette Bldg.

2 sty. add., office and lab. for Rotary Electric Steel Co., Gen'l. let to Barton Malow Co.

MERITT &amp; COLE, 1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church,

Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road &amp; Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

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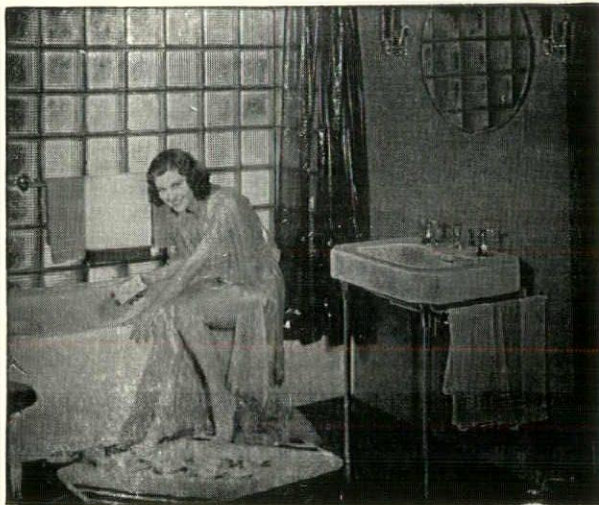
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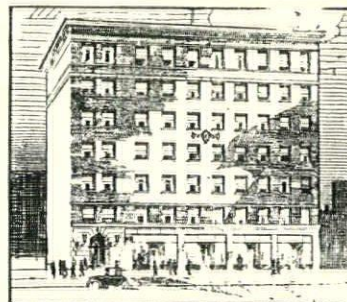
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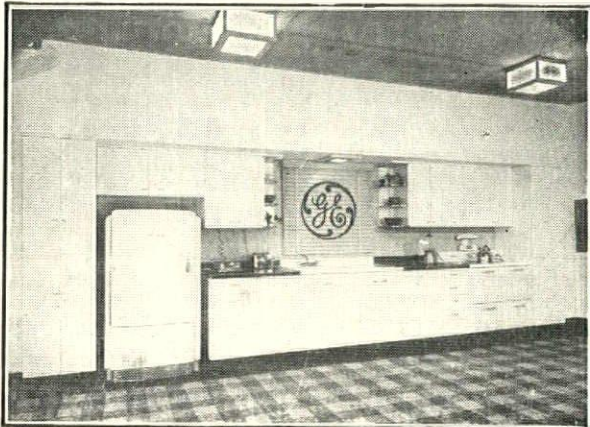
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Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879. Published Weekly. Subscription Price: 50c per year (Non-members \$1.00) 10c per copy

Volume 15

DETROIT, MICHIGAN, MARCH 11, 1941

No. 10

## THE MYSTERY AND PHILOSOPHY OF ARCHITECTURE

By Ernest Wilby, A. I. A., Member Detroit Chapter

A Talk Before the Detroit Chapter, A.I.A., February 19th, 1941

For a little while I will talk with you about the art we all love, architecture.

The busy practicing architect does not have much leisure for abstract thought about his art and its place in the world of thought, art and philosophy. We all know what a useful science building is. We may know much of the technical art as explained in text books and taught in architectural schools, all excellent things, and necessary. And maybe some of us have a dim vision of architecture as it might be, once more a great and noble art, something for which to everlastingly strive.

The essence of architectural art is nobility. A fine art, yes, I suppose it is a fine art, but to me the great thing is that it is a noble art, for in architecture is told the story of life, not in petty materials, but with noble materials, and told in a big way. It is a very old art. Great men have lived and passed on to us the lamp of architecture. For four thousand years this lamp has been handed down; sometimes it has burned brightly, sometimes dimly, but it has never gone out. It seems to me that we owe it to ourselves and to humanity to keep it burning brightly, if we can and to do this as a duty and love we owe to our goddess architecture.



Wilby

### What Is An Artist?

Only God can make an artist. What is an artist? My interpretation would be a man given the power to see concealed beauty in all things material and practical and able to bring this beauty out into the open, so that we who do not have his gift and vision can see and enjoy it also. We architects believe we are artists, or do we? I am not so sure we really do. Once I asked a valued artist friend of mine to look at a design I had made and tell me what he thought of it. He declined, saying that he did not know architecture and that his judgment would, therefore, be worthless. This caused me to think. Does one have to be technically educated to see the beauty in architecture? Is its beauty for the architect alone? My thesis tonight is that architecture is not primarily a technical art; that it is, or should be, an art all can enjoy, simple enough in its elements for the untrained and uneducated to find joy in it, complicated enough to interest the expert.

If we have a message to give it must be one which can be read by everyone, man, woman and child. It is not enough to know the principles of good architecture, as

taught in school and text book. It is far more important to know the principles of good art and beauty not confined to architecture or any school but as a force in all things made by God or by man. It is natural to love beautiful things, so natural that the uncivilized savage in Africa will produce things of beauty which the highly educated white man seems incapable of creating. Any museum will verify this statement.

If one is to be an artist then he must first put artistry, not technique, into his work.

After this is done he may be as technical as he pleases. There is beauty in the humble thatched stone cottage of the Cotswolds, in the Gothic cathedral, and in the Greek Temple on the Acropolis, simple beauty and complicated belong to architecture, and what is of more importance, both kinds must be used. I hold that you cannot be an artist in one thing without being an artist in all things, in the humble thing no less than in the stately thing—beauty belongs to humanity without regard for class or wealth.

### The Beauties of England

What one thinks is often times a matter of chance, environment. I think the fates were rather kind to me. At the age of eleven or twelve my parents sent me to England to finish my education in an English boarding school. For four years I lived in England and unconsciously absorbed the peace and beauty of the English scene. England is a very lovely and lovable country, and to me was a very romantic country, full of delightful things, ancient castles, ruined abbeys, old bridges, churches and cathedrals. It is one thing to visit these old buildings and a very different thing to live with them and learn to know them as you know the furniture in your own house. And if your ears are in tune they will talk to you of England and English folk, from the time of William the Conqueror. History, story and legend are imbedded in their walls. Even as a school boy I felt these things and absorbed them.

Later, when twenty-two years old, I returned to England

See WILBY—Page 4



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## PROPOSED AMENDMENTS TO BY-LAWS

At a meeting of the board of directors of the Michigan Society of Architects held on February 28, 1941, changes in the Society's by-laws were considered and ordered published preparatory to their presentation to the Twenty-Seventh Annual Convention, for a vote by members. These by-laws were adopted at the 19th Convention, February 23, 1933 and amended March 24, 1938 and again on February 26, 1939.

The purposes of the proposed changes are to clarify certain passages and to include provisions passed by the board, thereby bringing them up to date and more in accordance with the present plan of operation through local divisions. The proposed changes are as follows:

Re-number articles one to eleven, to become two to twelve respectively, and include a new article, numbered one, as follows:

### ARTICLE I Organization

Section 1. The name of this Michigan non-profit corporation shall be Michigan Society of Architects, hereinafter called the Society.

Section 2. The purposes of this Society shall be to devote itself exclusively to the promotion of the art and science of architecture amongst its members or elsewhere, and to further educate its membership and others in the knowledge of the art and science of architecture, and also to encourage art, and particularly in so far as it may relate to the art and science of architecture.

Section 3. The domain of the Society shall be the state of Michigan, and it shall function in local areas through non-profit membership organizations, known as divisions, the purposes of which shall be identical with those of the Society.

Section 4. A division shall not have any title or interest in any property of the Society or be liable for any debt of the Society, and the Society shall not have any title or interest in the property of any division, and the Society shall not be liable for any debt of any division.

Present Article 1 (to become 2)—Under section 4, describing what only active members may do, add a sub-head as follows: (f) vote on the election of officers and directors of the Society.

Strike out section 5.

Change section 6 to read "The board may elect honorary members, such membership to be for life, requiring no dues. Honorary members who are registered as architects in Michigan shall have all privileges of active members."

Article 2 (to become 3)—Section 7, change "At least three days prior to the annual meeting" to "immediately prior to the opening of the annual meeting."

Change "The Election Committee, to whom shall be entrusted all of the details of the election" to "tellers on the election of officers."

Article 4 (to become 5)—Change "Article XI" to "division uniform by-laws."

Article 5 (to become 6)—At the end of Section 1, defining the duties of the president, add "He shall foster the purposes and welfare of the various divisions and endeavor to attend a meeting of each at least once during each term of his office. His traveling and living expenses for such visits, as approved by the board, shall be paid by the Society."

Article 7 (to become 8)—Section 5, requiring that ballots be received by the secretary by 9 A. M. on the date of the annual meeting, change "date of" to "day preceeding."

Article 11 (to become 12)—Change the heading "Local or District Groups Organizations" to "Division."

Section 1. Strike out all except first sentence, and add sections 2 and 3 as follows:

Section 2. The name of such a local organization shall be—Division of the Michigan Society of Architects,

the designation (to fill the blank) to be selected by the division.

Section 3. Each division shall adopt and be governed by uniform division by-laws as set forth in Article 12.

Section 4. The allocation of territory to each division shall be as follows:

*Detroit Division*—Counties of Wayne, Oakland, Macomb and Monroe.

*Ann Arbor Division*—Counties of Washtenaw, Livingston and Lenawee.

*Central Michigan Division*—Counties of Jackson, Ingham, Hillsdale, Clinton, Shiawassee and Eaton.

*Southwestern Michigan Division*—Counties of Calhoun, Kalamazoo, Van Buren, Branch, St. Joseph, Cass, Berrien, Allegan and Barry.

*Western Michigan Division*—That portion of the lower peninsula of Michigan having Lake Michigan as its western and northern boundaries and the following counties as its southern and eastern limits: Ottawa, Kent, Ionia, Montcalm, Mecosta, Osceola, Missaukee, Kalkaska, Antrim, Charlevoix and Emmett.

*Saginaw Valley Division*—That portion of the lower peninsula of Michigan having Lake Huron as its eastern and northern boundaries and the following counties as its southern and western limits: St. Clair, Lapeer, Genesee, Saginaw, Gratiot, Isabella, Clare, Roscommon, Crawford, Otsego and Cheboygan.

*Upper Peninsula Division*—All of the upper peninsula of Michigan.

### ARTICLE XIII (New article) Uniform Division By-Laws

*Editor's Note:* To be included here are uniform Division By-Laws, as approved by the By-Laws Committee and previously published in the Weekly Bulletin. Since they are essentially those used by Detroit, Western Michigan and other division's repetition here was deemed unnecessary. Upon approval by the membership by-laws will be printed in full in the Bulletin, including all changes to date.

## MESSAGE TO THE ARCHITECTS OF MICHIGAN

*From Branson V. Gamber, President*

During the past few months two letters have been sent out to the architects registered in Michigan. These letters described the need for effective, direct and single-centered publicity to attract the attention of the building public to the nature and value of the architects services, and also to the inroads which are being made upon the profession's services to that public by the "builder-architects", engineers and construction firms who are not qualified to practice as architects.

The letter also stated that effective measures would be taken to combat this intrusion upon the professional field, as well as using all means at the Society's disposal to correct unethical practices within our own profession. In these letters a request was made for financial assistance from each member, as it is evident that the Society cannot defray the huge expenses involved from the very small dues which are collected from its members.

Responses to these letters were prompt and generous from

See GAMBER—Page 5

### MEETING OF MEMBERS DETROIT CHAPTER, A. I. A.

Bagley Room, Hotel Statler, Detroit  
Thursday, March 20, 1941, 5:00 P. M.

*This is not a Dinner Meeting*

Following immediately a business session of the M. S. A. Convention, this brief Chapter meeting will be for the purpose of electing delegates to the Institute's 73rd Convention. A full attendance is desired.



**WILBY**—(Continued from Page 1)

to continue my architectural education and to work for four years in London offices. I did not learn much in the offices but I surely learned plenty in my explorations of London and the neighboring counties. Norman Shaw and Ernest George were doing fascinating things. London itself contains a wealth of old buildings, Gothic and Georgian—much not listed in Baedeker—doorways, old iron, leaded fanlights and all kinds of things to delight the architectural explorer. I have made many visits to England since, and not a few visits to France, Holland, Belgium, Italy and Spain.

**Beauty in Architecture**

What did I learn? Here are some of the things: first, and most important, that beauty in architecture is not a technical thing, is not an academic thing. Just what it is I do not know yet. I know that it is something which brings joy to your heart and then to your mind, a warm lovable thing, not calling for admiration and approval, but asking for love like an open fire as compared with a steam radiator, a real flower as compared with a waxen copy, the joy of the artist in his work as compared with drudgery.

That the natural beauty of a countryside and landscape can be enriched with man-made beauty if this man-made beauty can be so bonded to the land that it belongs to the soil as truly as the rocks and trees do. I learned that there is a great peace in the horizontal line, that the noble quality in architecture is not in its length, height or breadth, but it is in depth that light and shade are magical things for the artist to play with, that the thing we label with the prosaic name of "detail" is a great art. I am tempted to say three-fourths of the beauty in architecture lies in this field—and I think I will, for it seems to me to be a fact and great truth.

And I learned to appreciate the nobility of stone as a building material. What a glorious thing the stone arch can be in vault bridge or doorway. I learned that wood has a soul of its own when treated with loving care and tenderness by the craftsman, and is not machined and sandpapered into a synthetic material.

**What Is An Architect**

And now I am going to delve into my notebook and see what I can find. My adventure into the field of teaching architectural design at the University of Michigan made it necessary that I take stock of my mental junk shop and get things sorted out a bit. It is not wholesome to tell students such and such may be so. They want to be told what IS so.

What qualifications should a man have to become a worthy disciple of the goddess of architecture. The answer: he must first be an artist, and then as nearly as is humanly possible the complete man, a humanist and something of a poet. He must know the human mind and heart, he must be a deep, serious thinker as well as a man of fancy and acute imagination. He must be a lover of nature and of all nature's works, and be in tune with the natural laws the great Master uses to give beauty to this world we live in. And, finally, he must be of a philosophical turn of mind. It is highly desirable if not absolutely essential that in addition to being an artist by birth and instinct that he also be a born constructor of things. Much of the story of beautiful architecture is the story of beautiful construction, the story of gravity, strain and stress, in pier, column, lintel and arch. How beautifully this story was told in the old buildings, and what a world of thought the old masters and craftsmen put into their work. Strip some Gothic piers of their vertical mouldings and I venture to say that any modern building inspector would condemn the building as unsafe.

There is a big difference between the architect and the engineer. The engineer is satisfied to build a bridge or a building so it is safe, but the architect cannot stop with engineering safety. His work not only must be safe but it must look safe, amply safe. Much of his artistry is in developing this appearance of safety. There is magic in line and texture for the artist who knows his artistic material

in addition to knowing the material he is working on. What light, graceful things some Gothic vaults appear to be from below, and what weighty solid things from above.

**Philosophy in Architecture**

Architects agree, up to a certain point, on what is good, right and proper in architectural artistry but after that they disagree violently. It seems to me that artistic instinct is a very poor crutch on which to lean. Even an artist must think, and think rationally. I fear many artists do not, for I find myself in disagreement with the opinion of many reputable architectural artists. On the basis of artistic instinct I have no right to say they are wrong. My confidence in my instinct may be just conceit. If, however, I can find some logical reason, some rational law for what my instinct tells me is right, then I have some right to say my brother is mistaken, that his instinct is not running true to form. It seems to me that natural law in the world of artistry is a very real factor overlooked by artist and architect. If a thing is good there is almost always a reason for it, a reason which can be set forth in words, or proved by diagram, but you have to think this out.

**Color and Music**

The engineer calculates his forces but he has to deal with forces which can be weighed to the last ounce. The artist in architecture also has to deal with weight, colour and forces he cannot weigh as the engineer does, but which he can approximate with some accuracy. There is force in every line, weight in every colour. Design is like music. It has to be started from a state of rest, speeded up to create movement, fast or slow as the case may be, and then gradually brought back to a state of rest again. Colours have to be balanced just as a scale is balanced. A dark colour will require a large expanse of light colour to balance, or vice versa. This is a semi-scientific way of saying that in a building wall the darks made by window and door openings must be balanced by just so much wall surface. Sounds rather childish, but, ye gods, what a difference it makes to the building! That mysterious charm we so often find in the old buildings comes from this colour balance. I feel safe in saying if and when this balance is obtained an architect will have a good and a joyful building before any detail or ornament is added.

Just as colour has to be balanced, so force has to be balanced, generally speaking the horizontal force with the vertical force. It takes a lot of horizontal force to balance a small quantity of vertical force. The horizontal force is a kindly, friendly force, very willing to help but the vertical is full of mischief and calls for a strong control. None the less, it is a wonderful force, a marvelous force, and will do wonders for the building if made to obey the artists' command. The vertical line is full of life and vigour, a giant in power, a good genie, but a very bad one if allowed to get control of the building.

**Beauties of the Curve**

I have established for my own use and comfort the axiom that all architectural beauty is built on the beauty of the curve, not the curve we see with our physical eyes but the resultant curve or series of curves set by the relation of one mass to another and by the colour spots in the mass. Like a stream of water the building must flow sweetly in a series of harmonious curves, with again some reversed curve for accent. The outflowing curve is a sweet gentle thing that speaks of love, of rest and the tranquil mind. This is the line of the circle and the oval, with the emphasis on the oval. The reversed curve, the cavetto curve, like the vertical line, is full of mischief, life and power, but again is a very wonderful thing. It brings the dead to life, changes the dull unpolished diamond into a thing of colour, sparkle and joy. It makes one think of a day when the wind disappears and everything is still, not a leaf stirring not a ripple on the water—until the wind comes and everything springs to life, the leaves flutter, the water



ripples, the clouds begin to move and there is music in the air.

At times for my own amusement and information I have resolved certain building I love into the resultant curves and it is surprising what a lovely balanced pattern they produce, a decorative pattern which would be charming in a traceried window.

Reduced to a simple statement it would seem to me a natural law that neither nature nor man loves the straight line. It is monotonous, dead and wearisome. The winding road, the flowing brook give continuous joy to heart and mind. After all, mother nature is the greatest of all artists and, in my own conviction, is the court of appeal when trouble arises in the human world of artistry.

I might write many pages trying to explain the two forces of rest and movement in artistry but good old mother nature saves me the trouble. I have a rather nice garden of some size, one hundred by two hundred feet. In the middle of the day it goes to sleep, becomes inert. Its spirit disappears, and then the sun lowers in the sky and the garden wakes up, shadows lengthen, colours become intense, the flatness of tree and shrub disappears and the garden becomes a picture of peaceful rest, and even glory, with a message asking us to love it, for it is the kindly loving caress of mother for child. In our hearts I think we are all children but I fear we often forget that nature is the mother of us all.

#### THE SPIRIT OF AMERICA

America is a new country, and young. A nation does not grow in a year, or even in a hundred years, and its growth cannot be speeded up. I am speaking as an observer. America has all the fine lovable qualities of youth, and most of the weakness of youth. As the years pass America will grow up. I will not see it. I doubt if anyone in this room will see it. It takes some centuries for a nation to grow up. It seems to me that the soul of fine and beautiful architecture springs from the soil. In giving with marvelous generosity, wealth and richness in the form of mine, forest and food, nature has given us something else, a land of great natural beauty, a lovable land. Nature also has implanted in the American heart ideals, things to strive for and express. Our architecture now talks of the spirit of America. Some day it will talk of the soul of America and of the American people. It is a noble soul and the story should be told in noble language.

There are two stories to tell: pride, yes, in limited quantities. America has much to be proud of. God has given us a beautiful land to live in. I know, for I have traveled from East to West and from North to South many times. A land to exploit for gain and profit or a land to love and cherish? Of stern necessity we have destroyed much of it glorious beauty. Our eyes have been blind to this beauty and maybe they are still clouded, but there are signs of an awakening. The waters are stirred and below is bubbling the ferment. Someday it will break through the surface and things will happen. It may not be in your time, it will not be in mine, but it will come, surely it will come, for we need it so much.

Gentlemen, I have not come to the end of my thoughts but have come to the end of my notes and of what I have been able to spike down in the limited time given me.

It seems to me, and I say it with reverence, that to express and talk of love is the spirit of architecture; love of God, love of man and, not least, love of the land from which we draw sustenance. It is more vital to build a home than a house, a house of God than a church. There is great spiritual beauty in architecture. It is far from being a thing of material beauty alone, great as this beauty is. It talks of the artist who loves his work, of the craftsman who loves his material and tools, of the man who loves his home, his garden, his God, his neighbor, and his country. "Though I speak with the tongue of men and of angels and have not love, I am become as sounding brass," sayeth the Prophet.

*"He liveth best who loveth best  
All things both great and small:  
For the dear God who loveth us,  
He made and loveth all,"  
Sayeth the poet, and "Amen," say I.*

I think I should add a P. S. to save my reputation if, as is likely, there is a Coleridge fan in the room. Yes, I have changed one word in my quotation from the Ancient Mariner, and I have done it intentionally. We no longer pray.

#### GAMBER—(Continued from Page 3)

a portion of the members. Some pledges and gifts were very generous, others were pitifully small. It is realized that under present conditions some architects find difficulty in contributing to any cause. It is regretted that a large number of architects made no reply.

The purposes for which this fund is being solicited are professional, worthy and laudable. The work which is now going forward, thanks to the generosity of a small number of architects, is of vital importance and urgently necessary in the interest of every member of the profession and the public which it serves.

If our profession is not alert and awake to the dangers which confront and beset it on all sides, and if it does not take prompt and proper measures to combat those dangers, then an increasing number of architects will be forced to relinquish their independence and their private practice and seek employment with construction companies who render professional services, regardless of the law. At least they will be faced with the handicap of increasing competition and underselling by such an opposition, or by unethical practitioners.

To accomplish the objectives established by this Society, namely the elimination of unqualified and unethical competition, to protect the profession and the public from such intruders and chiselers, everyone must take an active part. Your officers, directors and committees are doing this work for the members of this Society, voluntarily and at great personal sacrifice, in addition to making a financial contribution to the cause.

This is an appeal to every architect who is registered in this State, to go to work for your own interests and self-preservation. If you cannot work personally your money can do a good job for you. This undertaking requires funds and you can make the work a success by contributing a substantial amount. Such a cause demands a sacrifice, and a sizable donation is the least that can be done. If you have already pledged an amount, please try to increase it. If not, then please hurry, and join the good fellows who are contributing. In your own interest, don't fail!

#### CENTRAL MICHIGAN ELECTS

Leon R. Snyder, Jr., retiring Secretary of the Central Michigan Division of the Michigan Society of Architects, has announced that at the Division's Annual Meeting in Lansing on February 25 a new administration was elected.

Arthur J. Zimmerman of Lansing was elected president; Karl Kressbach of Jackson, vice-president; A. Allen Stewart of Lansing, treasurer, and Adrian N. Languis of Lansing, director. Languis succeeds himself as director on the State Society Board.

Kressbach and Stewart were named to the M.S.A. committee on Michigan Architecture headed by Professor Emil Lorch.

The meeting, preceded by a dinner at the Porter Hotel, dealt with such other matters as the State Housing Code, which discussion was led by Kenneth C. Black, chairman of the Society's Committee on Legislation.

It was unanimously voted that an invitation be extended the Michigan Society of Architects to hold its Twenty-Eighth Annual Convention in Lansing in 1942.



## HOME SCHOOL

On Monday evening, March 17 Aloys Frank Herman and Talmage C. Hughes will appear on the Detroit News Home School program in the auditorium of WWJ studios. This will be the third in a series dealing with the various steps in home building. Mr. Herman will discuss materials, and Mr. Hughes plan and design.

FLANAGAN ELECTED SEC.-TREAS.  
G.R. CHAPTER

At a meeting of the Grand Rapids Chapter of The American Institute of Architects held on March 3 Paul E. Flanagan was elected Secretary-Treasurer.

Flanagan graduated from the University of Notre Dame in 1932 and from Harvard University in 1934. He had been employed in the offices of Benjamin H. Marshall of Chicago, Charles N. Agree of Detroit, and Harry L. Cotton of Grand Rapids. He was registered as an architect in Michigan by examination on August 10, 1938, since which time he has practiced in Grand Rapids.



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## ARCHITECTS' REPORTS

**AGREE CHAS. N.**, 1140 Book Tower  
Plans for re-modeling exterior, Avalon Theatre—Linwood Avenue.

One story Comm. Bldg., Gd. River at 9 Mile Rd., East Det. Tri-Square Realty Co., Owners. Fig. closed.

Two story reinforced concrete warehouse, located at 253-265 E. Milwaukee for B & C. Investment Co., owners. El. Wk.—McCleary & Hannon.

Prep. plans for two story and basement department store, located on Biddle Avenue, Wyandotte.

Prep. plans for the modernization of Goodwin's Gratiot near Farmer. Modernization of exterior, interior, new air conditioning heating system, new elevators.

1 story store bldg. on E. Jefferson for A. & P. Tea Co. Bids closed—March 7.

**BENNETT & STRAIGHT**, 13530 Michigan Ave.  
Bids closed on Architectural and Mechanical trades—Dr. Wright Clinic and Office Bldg.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd.—Mech. bids closed.

New Theatre—Midland, Mich. Prep. sketches.

Plans for 1000 seat Theatre, Rochester, Mich. Ready about March 15.

Allen Park Theatre. Fig. closed.

**BRANDT, CHRISTIAN W.**, 3408 Eaton Tower  
Add. to Bldg., Gratiot and 7 Mile Rd., Bids closed.  
Res. Huntington Woods. Con. let to Heldt-Norton, Royal Oak.

**DES ROSIERS, ARTHUR**, 1078 Maccabees Bldg.  
Fig. on Res. Westchester Road, G. P. P., closed.  
Add., St. Joseph's Parish, Raymond & Gratiot. Bids closed.

**GIFFELS & VALLET, Inc. & L. ROSSETTI ASSOC. ENG. & ARCH.**, 1000 Marquette Bldg.  
Bldg.—King Seeley Corp. Ann Arbor, Mich. Bids closed.  
Structural Steel, Plbg. & Htg. El. Wk., Sprinklers, etc.

**HARLEY & ELLINGTON**, 1507 Stroh Bldg.  
Alt. to Verner's Gincer Ale Stores—Woodward Ave.  
Refrigeration fig. due Feb. 25.

**JAMESON, LAWRENCE B.**, 8580 Jos. Campau  
Figures—Dodge Union Hall—closed.

**L. R. JAMESON & S. J. STACHOWIAK**, 8580 Jos. Campau  
Three story bldg.—Margolis Furniture Co., fig. closed

**MERRITT & COLE**, 1111 Collingwood  
Prep. plans—Add. Westminster Presbyterian Church, Lansing, Mich.  
Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.  
Plans for Mt. Zion Lutheran Church, 7 Mile Road.

**STAHL, JNO C.**, 820 Frances Palms Bldg.  
Taking fig. on Bethany Evangelical Lutheran Church.

**TILDS, PAUL**, 2539 Woodward  
Bids closed—Res. Mrs. Edith Emmerman, Palmer Woods.  
Bids closed—Two Story Office Bldg.  
Plans—Res. 32x39—Huntington Woods.

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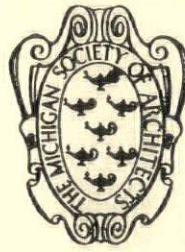
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Twenty-seventh Annual Convention Number

# WEEKLY BULLETIN

NOT TO BE BOUND



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Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879. Published Weekly. Subscription Price: 50c per year (Non-members \$1.00) 10c per copy for regular issues, \$1.00 for Convention Number.

Volume 15

DETROIT, MICHIGAN, MARCH 18, 1941

No. 11

### GRAND CIRCUS PARK, DETROIT



Photo John S. Coburn

*Michigan Society of Architects Twenty-seventh Annual Convention*  
*Hotel Statler, Detroit, March 19, 20, 21, 1941*



# *Not a Penny for Repairs in* **47 YEARS**

*Record of copper cresting on Home Life Insurance Building leads to re-roofing with 20-oz. Anaconda Copper . . . and a saving of 25 tons in weight!*

When horse-cars labored down Broadway and "Gentleman Jim" Corbett wore the heavy-weight crown, a new building reared its copper crest along Manhattan's budding skyline; the year, 1893. Since then, not one cent has been expended for repairs to the copper cresting. Such a record naturally led to the choice of copper to replace the old tile roof.

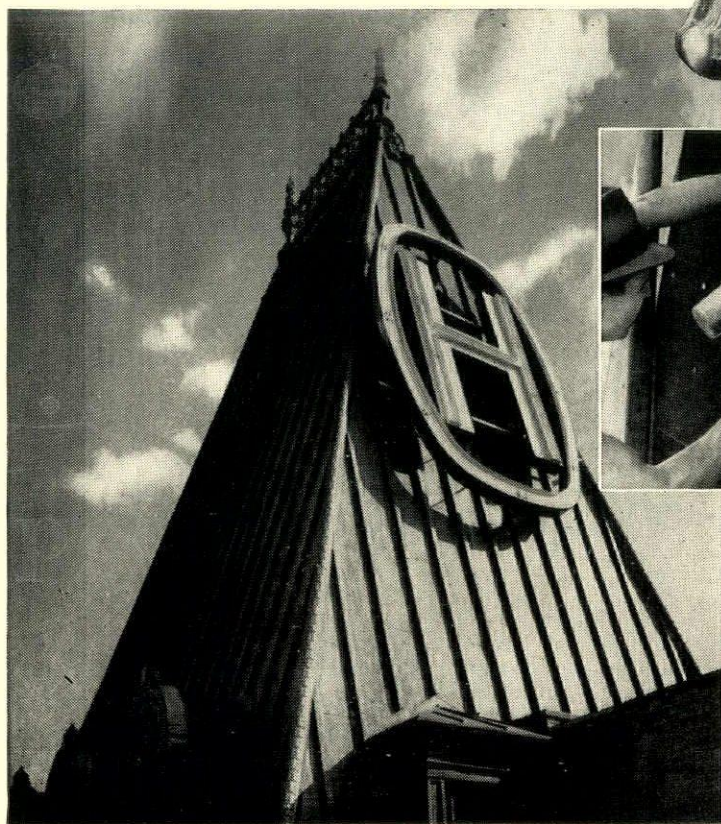
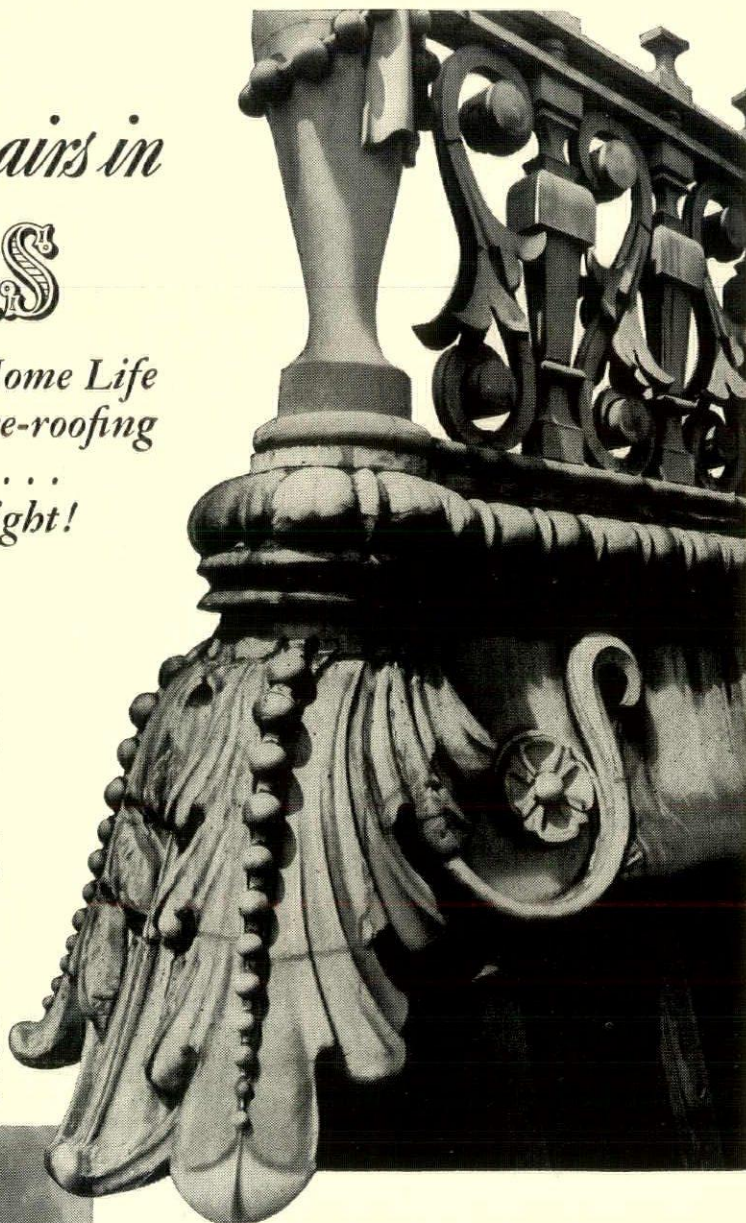
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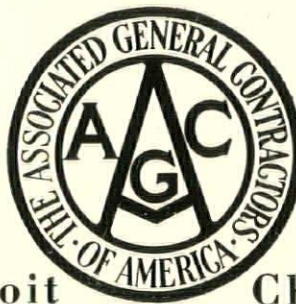
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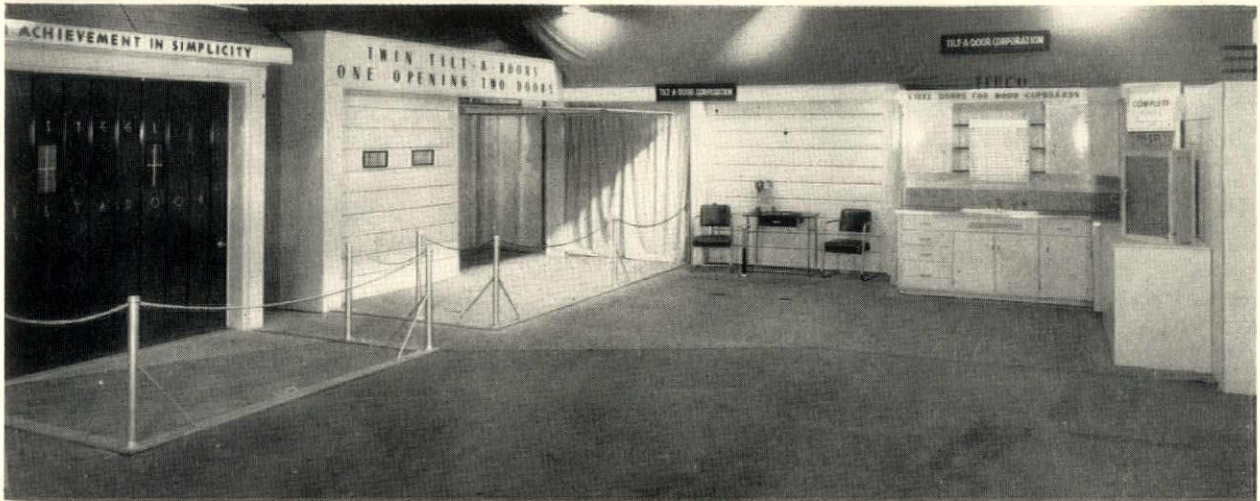
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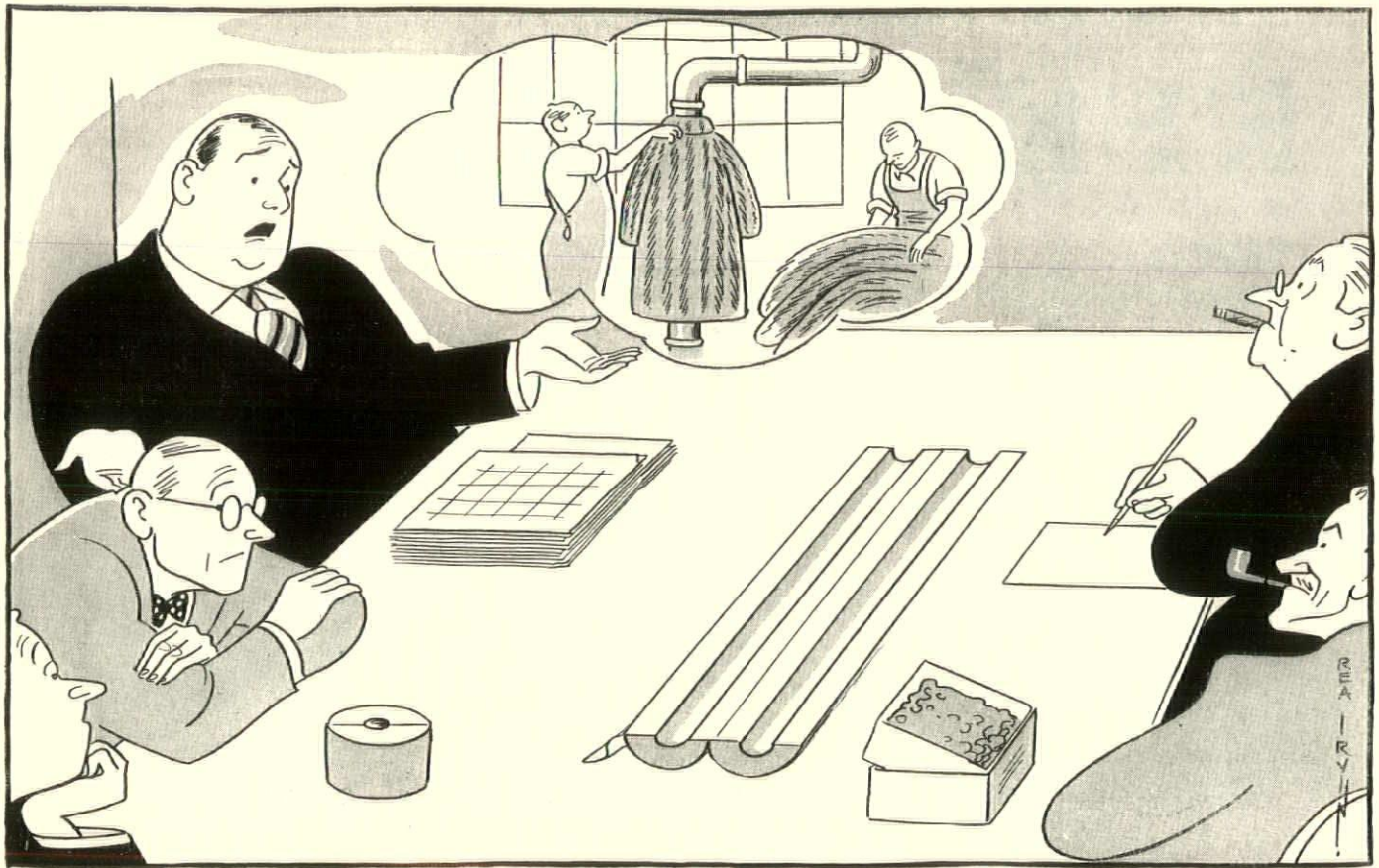
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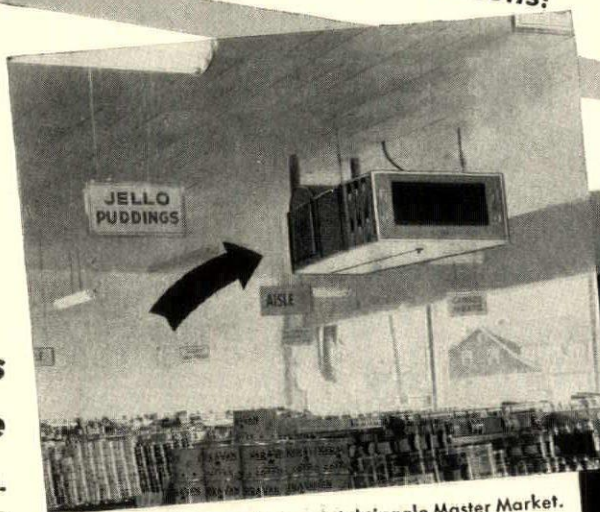
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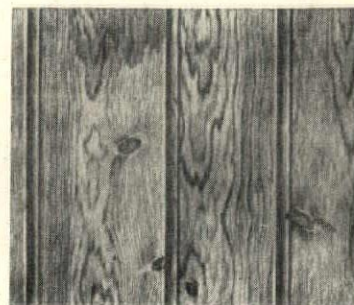


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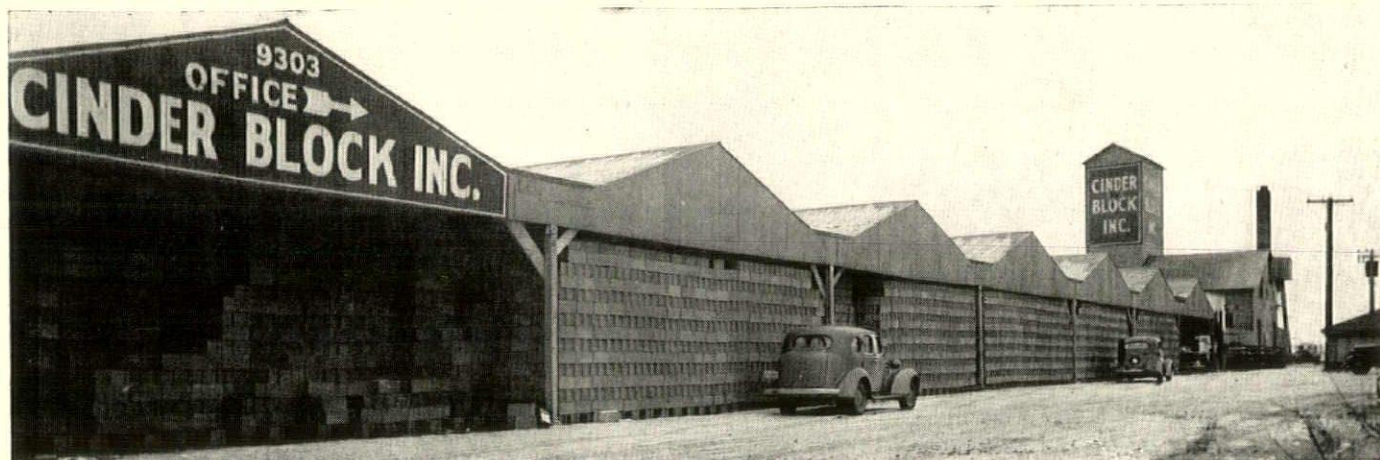


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**MICHIGAN SOCIETY OF ARCHITECTS  
TWENTY-SEVENTH ANNUAL CONVENTION  
HOTEL STATLER, DETROIT, MICHIGAN  
MARCH 19, 20, 21, 1941  
PROGRAM**

**WEDNESDAY, MARCH 19, 1941**

- 8:30 A. M. Breakfast meeting, Board of Directors, Salle Detroit.  
Arrival of delegates at hotel. Registration, Ballroom Foyer. Informal reception. Viewing of exhibitions.
- 10:00 A. M. Official opening, Business session, Bagley Room. Greetings to the convention.  
Minutes of last annual meeting, as published in the Weekly Bulletin of April 2, 1940.  
Report of the Secretary, Cornelius L. T. Gabler.  
Report of the Treasurer, John C. Thornton.  
Address of the President, Branson V. Gamber.  
Appointment of auditors for treasurer's report.  
Appointment of tellers on election of officers.
- 12:30 P. M. Luncheon, Round Table Discussions, Banquet Room.
- 2:30 P. M. Business session, Bagley Room.  
Further reports of committees.  
Reports of Divisions.  
Report of auditors for treasurer's report.  
Report of tellers on election of officers.
- 8:00 P. M. 5th ANNUAL DINNER DANCE — Ballroom and Banquet Room.  
Del Delbridge and his Orchestra.  
Entertainment.

**THURSDAY, MARCH 20, 1941**

- 9:00 A. M. Business session, devoted to the Committee on Practice, Leo M. Bauer, conducting.  
Discussion of the Society's General Program.
- 12:00 M. Luncheon, Banquet Room.
- 1:00 P. M. Visit to Plant of Detroit Steel Products Co.
- 5:00 P. M. Meetings of the Detroit Chapter, A.I.A. to elect delegates to A.I.A. Convention, Bagley Room.

**FRIDAY, MARCH 21, 1941**

- 8:30 A. M. Breakfast meeting of new Board of Directors.
- 10:00 A. M. Business session, Bagley Room.  
Unfinished business, discussion of the Society's General Problems.  
Election of Delegates to A.I.A. Convention.  
New Business, Installation of Officers.  
Closing of business sessions.
- 12:30 P. M. Luncheon — No organized meeting scheduled.
- 2:30 P. M. Lecture on Architecture (open to public).  
Speaker: Alden B. Dow, A.I.A.  
Subject: Designing a Building—Demonstration of how the architect arrives at a solution, the audience taking the part of the client.
- 8:00 P. M. 5th ANNUAL BUILDING INDUSTRY BANQUET, Grand Ball Room.  
Stag, Dress Optional.  
Toastmaster, Roger Allen.  
Speaker: Raymond J. Kelly, Past National Commander, American Legion, 1940. Corporation Counsel, City of Detroit, 1933-39.  
Subject: "When Free Men Shall Stand."  
Adjournment.

***In Memorium***

The Michigan Society of Architects expresses sorrow at the passing of the following members since the last convention:

Edwyn A. Bowd  
D. Fred Charlton  
Alfonso R. Feliciano  
Oscar C. Gottesleben  
Joseph J. Gwizdowski  
Pierre Lindhout  
Walter Mellor  
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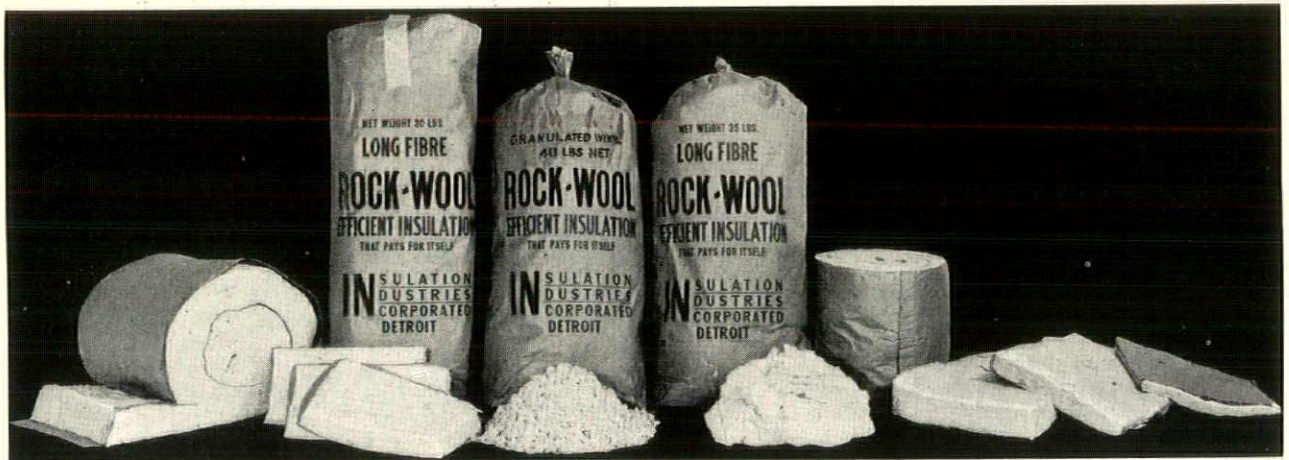
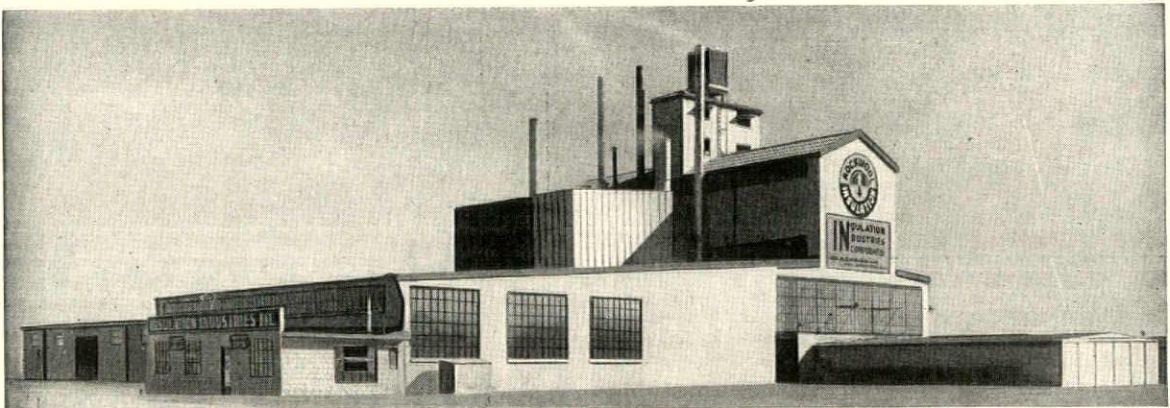
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## DETROIT CONVENTION TO BE DIFFERENT, FINER, AND BEST TO DATE, SAYS SCHOWALTER

Visit "The Architect in the Modern World"

The Twenty-Seventh Annual Convention of the Michigan Society of Architects, to be held in Detroit, March 19th, 20th and 21st, at Hotel Statler will unquestionably be the finest to date. The reports around Detroit from the various officers of the Society who have dropped in where the committee is working is that they are flabbergasted over the originality in which the convention is to be carried out.

The architects of Detroit cordially invite every Michigan architect and friends to attend this convention. Perhaps Roger Allen's eyes will pop when he steps into the Hotel Statler. He undoubtedly will stay up all night looking over the decorations in the assembly room, and will say to himself, "How can they do such things in Detroit?" May we make the suggestion that he might wish to hire one of this year's committee men for the next convention that is held in Grand Rapids.



Schowalter

A great deal of time and thought has been expended by the committee for the arrangement of the general exhibition, which will occupy the entire ball room floor of the Statler. The unusual decorations in the foyer and Michigan Room will undoubtedly create a sensation. The theme of the exhibits, "The Architect in the Modern World," will be carried out through all the decorations of the various assembly and exhibition rooms.

Notice of the unusual events taking place at this convention will be found by referring to the program. Not the least of these events will be the Detroit Division of the Michigan Society of Architects' FIFTH ANNUAL DINNER DANCE, to be held in the main ball room on the first night of the convention. We hereby serve notice to all out-of-town Architects to bring their wives to this convention. We guarantee one of the finest parties you have ever attended. Enjoy one of the Statler's fine dinners; dance to the rhythm of Del Delbridge and his orchestra; and BOY! WHAT A FLOOR SHOW!

The Architects are striking a new note in their appreciation of their outgoing president. This year we are presenting Mr. Branson V. Gamber with a gavel to keep in remembrance of his presidency of the Michigan Society of Architects. The Honorable Edward J. Jeffries, Mayor of Detroit, has kindly consented to do the honors on this occasion, with a brief delivery and presentation speech. We sincerely hope that this institution may be carried out in honor and memory of all future outgoing presidents.

On Thursday afternoon the Detroit Steel Products Company will entertain the architects with a tour of inspection through its plant, and with an informal reception afterward. Arrangements have been made to have buses at the hotel immediately following luncheon.

Mr. Alden B. Dow will lecture to the Architects and general public on Friday afternoon. Those who have previously heard Mr. Dow speak, will unquestionably remember his excellent delivery and interesting manner of holding the attention of his audience.

Closing the convention on Friday night, the Michigan Society of Architects, The Producers' Council Club of Michigan, and the Builders' and Traders' Exchange will hold their annual BANQUET. Strictly Stag — So Ladies of the Convention, plan a wild night for yourselves, because the boys are going to have a good time also. Boys, if you thought the floor show at the Dinner Dance was good, wait until you see this one. FOR MEN ONLY! WOW! Roger Allen (much to his chagrin) again takes over the roll of toastmaster. Think he can do it boys? We're going to wear him out yet.

Mr. Raymond J. Kelly, Past National Commander of the American Legion, and Corporation Counsel of the City of Detroit from 1933-39 will be the guest speaker.

Thus will close the 1941 Convention of the Michigan Society of Architects on a happy note. You will say (and we hope you will mean it) the finest, most interesting convention you have so far attended.

## CONVENTION TOUR THURSDAY AFTERNOON, MARCH 20 THROUGH DETROIT STEEL PRODUCTS COMPANY'S PLANT

One Saturday afternoon, in the fall of 1907, Mr. John G. Rumney, president of Detroit Steel Products Company, was approached on the golf course by representatives of an English company holding the American patent rights on the FENESTRA joint, a method of interlocking vertical and horizontal metal bars so that only 20% of the metal is removed, as opposed to the old method which eliminates 50%. Before the day was over, Mr. Rumney had secured an option, and later purchased. Then began the manufacture of steel windows in America, an industry which has revolutionized building construction.

After a thorough investigation of steel window manufacturing methods in England, a 20-acre site at 2250 East Grand Boulevard, Detroit, was purchased, and the first factory in America devoted to the manufacture of steel windows was erected.

At this time all steel windows were designed exclusively for industrial buildings and were made to fit the individual window openings. There was no standardization as to size or design, and the requirements often were extremely complicated. Often the window units were so large that they had to be shipped on flat cars.

In 1910 a system of standardized types and sizes was adopted, glass sizes being restricted to certain specified widths and heights, and the overall dimensions of window units being curtailed to a point where the completed product could be taken through a freight car door.

In 1920 new types of FENESTRA windows were designed with greater refinements and improved finish, which made them suitable for schools, offices, hospitals, and similar structures.

During the past 20 years, the Fenestra Department of Engineering research has worked with the Department of Engineering Research at the University of Michigan on problems of daylighting and ventilation in various types of buildings. Much original information has been developed on these subjects and made public through the American Society of Mechanical Engineers, the Illuminating Engineering Society, and the American Society of Heating and Ventilating Engineers.

## WHAT TO SEE IN AND AROUND DETROIT WHILE "DOING" THE CONVENTION

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Russek's, Siegel's Kern's, Klines', Healy's, Florice's, and other specialty shops are to be found on Woodward and Washington Boulevard.

Of interest from an architectural standpoint — Interior of Trinity Lutheran Church at Gratiot and Rivard Streets. Glass doorway of Hughes & Hatcher's, Woodward at Montcalm.

WWJ — Detroit News Broadcasting Station. Station WWJ was the first station in the United States to broadcast daily programs. Located at 630 West Lafayette. Open 1 to 9:30 P.M.

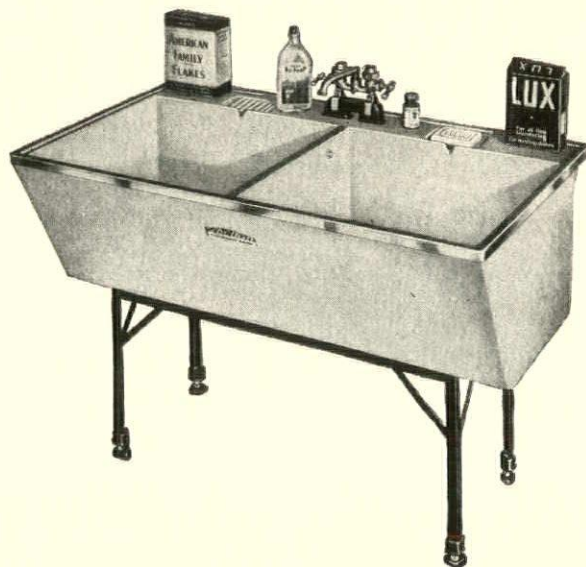
Get a bird's-eye view of Detroit and Windsor, Canada, from the observation roof of the Penobscot Building — Detroit's tallest skyscraper.

If you would like to visit in Windsor, Canada, a bus will take you, or you can drive by tunnel or bridge.



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**ART CENTER**

Institute of Arts — designed by Paul Philip Cret, and Zantinger, Borie and Medary, architects, and the Detroit Public Library, designed by Cass Gilbert. The new Rackham Foundation for the Detroit Engineering Society and University of Michigan Extension Division — Harley & Ellington, architects. St. Paul's Cathedral (at Hancock Avenue) — Cram & Ferguson, architects.

**EAST DETROIT**

Parke, Davis & Company — world's largest pharmaceutical house — The Pewabic Potteries, producers of the finest architectural ceramics and mosaics in the world. Belle Isle Park.

**WEST DETROIT**

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**NORTH DETROIT**

Cranbrook and Kingswood Schools, Eliel Saarinen, architect. Christ Church, at Cranbrook, and St. Hugo of the Hills Church. The former by Cram, the latter by Arthur DesRosiers.

For full particulars regarding tours, inquire at the Hotel Statler Information Desk.

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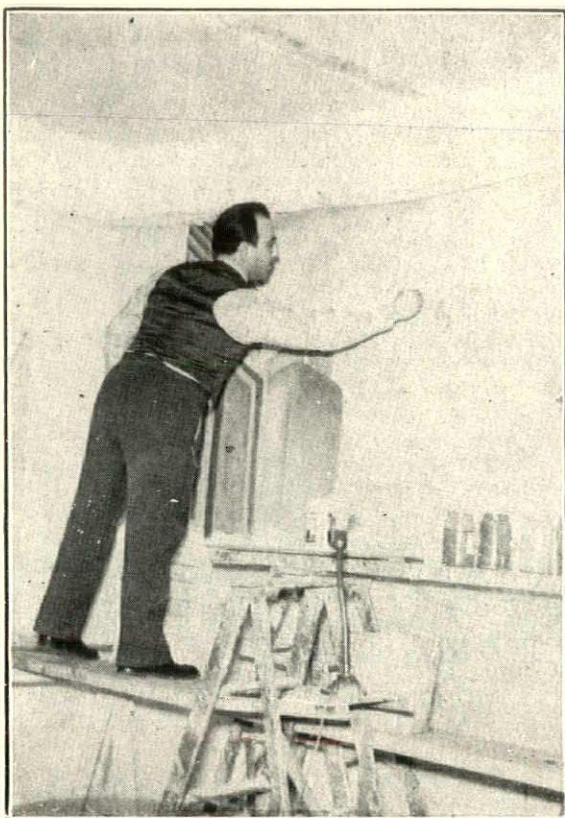
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# MORE OF "WHAT TO SEE"

*The Decorations Committee in Action*



*Clouds by Andy Maglia*



*Frank Wright and Bob Blakeslee  
Maybe it's a map of the Upper Peninsula*



*Mac Stirton and Paul Marshall, and what looks  
like a few cases of beer.*



*Wright does the work--Blakeslee is cheer leader.*



# NEW! NEW! NEW!

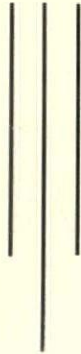
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## 27th ANNUAL CONVENTION

Michigan Society  
of Architects

AT DETROIT

March 19, 20, 21, 1941

# Hotel Statler

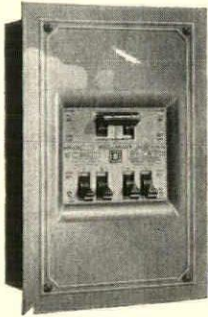
FIFTH ANNUAL ARCHITECTS' BALL

Wednesday, March 19

FIFTH ANNUAL  
BUILDING INDUSTRY BANQUET

Friday, March 21

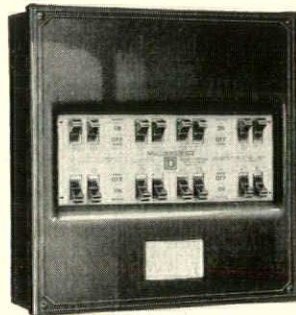




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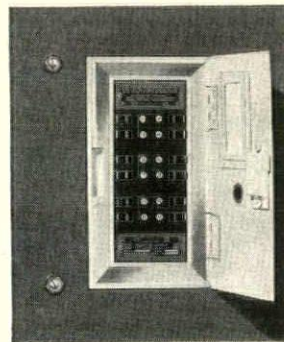
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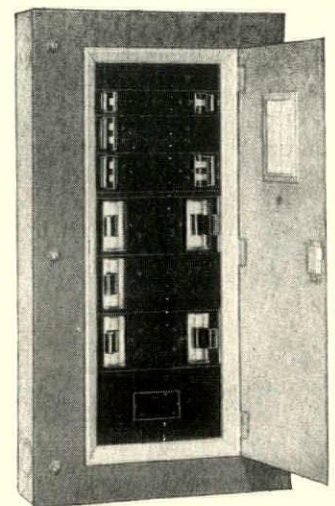
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# REPORTS OF COMMITTEES 1940-41

## MICHIGAN SOCIETY OF ARCHITECTS

### COMMITTEE ON PROFESSIONAL PRACTICE

Leo M. Bauer, Chairman

The Practice Committee of the Michigan Society of Architects has held no meetings during the past year, in which all members of the Committee participated. The Detroit section of the Committee however, has met several times. The Committee has functioned and it is felt that it has made some progress.



At the outset, there is no question but that the work is not only tedious, but at best, somewhat unpleasant. In fact, the undersigned as chairman of the Committee, debated several weeks before accepting the duties which the work of the Committee involves.

Many members of the Society criticize the organization because of the apparent lack of unity. It seems moreover that after years of some effort, very little

has been accomplished in the matter of benefiting the profession at large. The work at hand has proven to all of us that real progress is slow, and hence, criticism by the membership is not entirely unwarranted. When this Committee came into being, the members resolved that it would delve into the matter of professional practice as they understood it. A sincere effort has been made to offer constructive suggestions to the Convention. Without the inspiring leadership of our president, what we believe are accomplishments, could not have taken place. Mr. Gamber has rendered very valuable service through his generous assistance and timely advice on all questions coming before the Committee.

Let it be said that the work of the Committee during the past year received its full impetus at the Second Annual Mid-West Architectural Conference, held at Cranbrook Academy of Art on September 12th and 13th, 1940. Though the work had barely begun, architects of Michigan and other states recognized for the first time in years the full weight of the questions involved. It is a matter of record that neighboring states are experiencing the same situations, together with their perplexities, as we face in Michigan. Primarily they may be classified as follows:

- (a) The illegal practitioner.
- (b) Illegal use of the seal.
- (c) The builder-architect.
- (d) The encroachment of the engineer-builder on the architectural field.

A full discussion of these questions, their causes and effects on the profession, was had at the Conference. As a direct result of these discussions, the Committee set to work on a method to correct illegal practices, unprofessional conduct and other situations. This "plan to correct" was presented to the Board of Directors of the Society at its meeting at Ann Arbor, in November, 1940, with the result that the Board authorized solicitation of voluntary contributions from the members of the Society and of the profession, for the purpose of combating and correcting existing evils.

It seems to the Committee that membership in the Michigan Society of Architects, should mean as much as in other professions such as law, medicine, and dentistry. No one can deny that these professions over a period of years have built up their prestige and standing to a point where membership is not only valuable, but necessary. In the case of these organizations, it is common knowledge that they have gained preeminence in their respective fields by the enactment of statutes which govern them.

It should not only be a desire, but a demand should arise from the membership of the Michigan Society of Architects, that it also take its place in a similar manner. Such attainment will require much effort on the part of our members, intense education to, and proper appreciation by the

public, as well as a satisfactory political situation. We earnestly commend such a program to the Convention.

To combat the evils which face the profession, the Committee believes that the Society should not only "clean house" within itself, but some direct effort should be made to do the same in the Profession. At the present moment a great deal of work is being done to indicate how this may be accomplished, and the Committee will have some recommendations (No. 1) to make to the Convention in this regard.

The By-Laws of the Michigan Society of Architects as now constituted provide under Section Three of Article One that:—"All architects registered in the state of Michigan, who are not active members, shall be associate members." This means that every registered architect in this state is a member of the Society. It has been learned as herein-after mentioned, that this Committee has no real standing. While it may be true that so-called "active members" can be censured for their acts, we have no right in any sense to censure so-called "Associate Members," or even to criticize any of their mal-practices.

We understand that membership in the Society has been set up as active and associate in the manner that it has, because of the general rule of other state associations to recognize every registrant. Because of the difficulties which have arisen, the Committee will make a recommendation (No. 2) to the Convention that only dues-paying individuals be members of the Michigan Society of Architects. This amendment will be offered because it is felt that as now constituted, membership in the Society means but little if anything to the practitioner. It is the hope and the opinion of the Committee that by restricting membership in the method proposed, that membership may mean a great deal more than it now does.

It was an amazing revelation to learn how and by what means some of we architects practice our profession. During the past year several hearings have been held by the Detroit members of the Committee, and in that connection recommendation (No. 3) will be made to the Convention. This Committee has no legal standing, and its work is merely perfunctory. May it be said that it amounts to but little more than a grievance committee. The by-laws of the Society should be amended in a specific manner to provide for the functions and duties of this Committee.

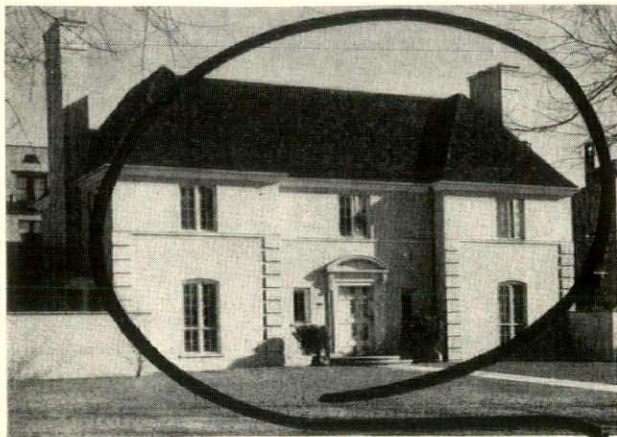
Two firms of lawyers have been consulted on matters affecting the profession. The Board of Directors through this Committee, has directed that one of these firms be engaged as counsel for the Society, and the Committee reports that this has been done.

Of importance to all members of the profession is the matter of the Registration Act, otherwise known as Act No. 240 P. A. of 1937. Opinions of individuals, of the members of the Committee, of other practicing architects and engineers, and of counsel, almost force one to conclude that the Registration Act has very little to commend it. Of course, it is intended to force institution of test cases through the civil courts in due time, for the purpose of testing the validity and the constitutionality of the act. These cases fall in at least four categories, and for decision, will be carried to the Supreme Court of the State, if necessary. To our knowledge there is no case of record which has been brought for testing of the act.

Perhaps the matter of greatest moment is that of amendments to the act, for the purpose of strengthening the statute, which it is proposed will be offered to the Convention. In turn a recommendation (No. 4) will be made to refer immediately these proposed amendments to the Legislative Committee, for its presentation to the present session of the State Legislature, requesting immediate enactment into law. These amendments are being offered after very careful deliberation and consideration by counsel and the Committee, looking to, and anticipating the effect. It would seem that these amendments are not only necessary as the



# "SPLIT" WINTER AIR CONDITIONING SYSTEM OF NORGE UNITS FEATURED 1941 IN DETROIT IDEAL HOME!



*Earl W. Pellerin, Architect*

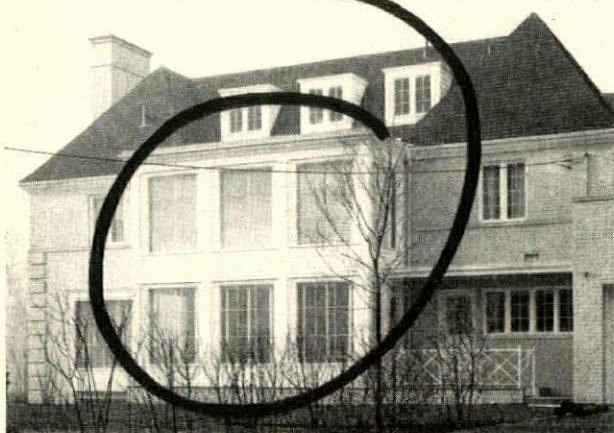
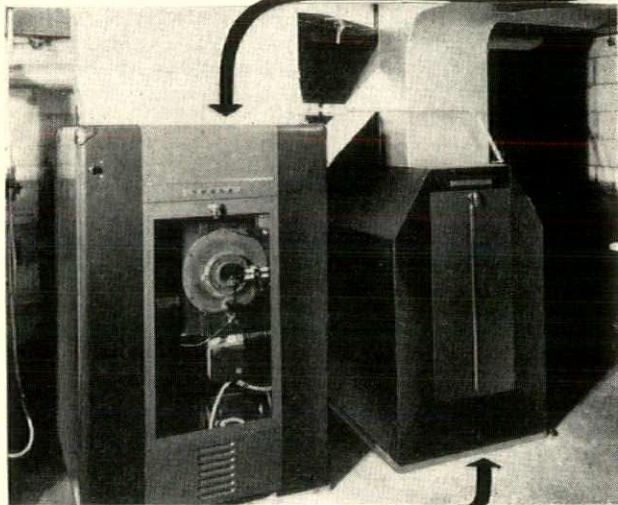
**I**N what may be a new departure in heating practice for homes of this size, the installation employs two independent Norge units. The larger, a Norge model 120 with a rated capacity of 120,000 B.T.U. per hour, heats the entire house with the exception of the two large glass-enclosed porches at the rear.

The porches are heated through separate system of ducts and heat for the porch system is supplied by a Norge model 90, rated at 90,000 B.T.U. per hour. Both models are of the oil-fired pressure type and are virtually identical except in size and capacity.

Two separate thermostats control the units. Control for the house unit is inside the first vestibule. Control for the porches is on the wall of the downstairs porch.

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life blood of the act, but on such amendments may hinge, the very future of the profession.

Much criticism has been levelled at the State Board of Registration for Architects, Engineers and Land Surveyors, and perhaps not without foundation. As prescribed by the act, it is the duty of the Board to prosecute cases through the courts, if necessary. It is apparent that a portion of the fees received from the registration of architects and engineers is used for the purpose of proportionate salary to an Assistant Attorney General, which individual is assigned by the State to the Board, for the prosecution of violations under the act. It develops that the State Board, the architectural and engineering professions have received little or no consideration from the attorney general's office, despite the payment of these fees. This Committee will make a very definite recommendation (No. 5) to the Convention in this regard.

The task we are undertaking is of greatest concern to every member of the profession. We have endeavored to leave nothing undone, in order that every one, including all the people of this state, may benefit. It seems that one of the difficulties which confronts the State Board is the total lack of a yard stick for the gauging of the practicing architect. We believe that elaborated standards of practice for the profession should be adopted by the convention with the specific recommendation (No. 6) and a demand for its adoption as the rules of the State Board of Registration, by which all practitioners may be measured and qualified.

As a result of the hearings which we have held, the Committee recognizes more than ever, our duties as architects to the public. Let it be understood not only by members of the Michigan Society of Architects, but by every member of the profession, that the public is not only poorly informed, but in fact misinformed as regards the duties, functions and charges of the architect. The Committee recognizes moreover that the public must be better informed, and it will offer a definite recommendation (No. 7) as to a form of suggested advertising to the public throughout the State.

In reviewing the work of the Committee, and in looking to the future, it is most evident that the road ahead is curved and narrow. To negotiate that road will entail considerable expense. This expense should not be borne by a few, but by every member of the Society and of the profession, which this program is bound to aid. It is a pathetic circumstance that so few offer their financial support to a program so worthy. The Committee will make a definite recommendation (No. 8) to the Convention as to the matter of financing this program.

#### CONCLUSION

Owing to the lack of time, and because of insertion in the Convention issue of the Bulletin, this report has not been read by all members of the Committee, though they are acquainted with the work which is being done. The Detroit section of the Committee is fully cognizant of the contents of the report, though the chairman assumes the full responsibility for its preparation and text.

The Committee has made a sincere attempt to discharge its obligation to the Society. The work has been long and arduous, and discouragements have been many. Many practical ideas have been proposed, only to be proven of negligible value, after consultation with counsel. Recommendations offered to the Society are well-meant, and we are hopeful of their complete adoption. It is a truthful statement when we say that unless they are adopted in a great measure, the profession may become mired even more deeply.

Respectfully submitted,

#### MICHIGAN SOCIETY OF ARCHITECTS COMMITTEE ON PROFESSIONAL PRACTICE

David E. Anderson, Marquette  
Charles A. Crowe, Grand Rapids  
Robert B. Frantz, Saginaw  
Thomas H. Hewlett, Detroit  
Adrian N. Langius, East Lansing  
Walter V. Marshall, Ann Arbor  
Andrew R. Morison, Detroit  
William H. Stone, Saginaw  
By: Leo M. Bauer, Chairman

## ARCHITECTS, PROFESSIONAL ENGINEERS AND LAND SURVEYORS COMMITTEE ON REGISTRATION

George F. Diehl, MSA Representative

This committee, known as APELSCOR, meets four times a year.

Each group has two representatives and two alternates. The function of the Committee is to study common interests relative to enforcement of the Registration Act and matters pertaining to standards of practice.



Diehl

By these round table discussions and through joint meetings with the Registration Board, we believe a better and more sympathetic understanding has come to prevail among the groups represented. This certainly seems essential in view of the fact that ours is a joint Registration Law.

This Committee does not assume any police duties with regard to the enforcing of the Registration Act, but it will be glad to act in an advisory capacity. Any alleged grievances among the groups or any infractions of the Registration Act which cannot be dealt with readily through practice committees of the various groups should be referred to this Committee.

It seems that the majority of our friends among the Engineers, would prefer to be registered under a general classification as professional engineers, rather than the specific classification as has been the case in the past. Your representative has voted against this on the grounds that a man might be proficient in some branches of engineering and yet not be qualified to handle a building operation, which he would be permitted to do if registered as a professional engineer, according to the terms of the Act as it now reads.

The M.S.A. representatives for the past year were Wm. H. O'Dell and Geo. F. Diehl, and our alternates were Robert B. Frantz and Edw. X. Tuttle.

## COMMITTEE ON RELATIONS WITH BUILDING INDUSTRY

George F. Diehl, Chairman

Your Committee has met jointly with members of similar committees from Detroit Chapter, A.I.A., and General Builders' Association of Detroit. During the past year, we have held three such meetings.

We believe that much can be accomplished by these friendly discussions between the builders and the architects. The better we understand each others problems, the easier it will be to co-ordinate our functions. Such co-ordination and co-operation will rebound to the good of the entire building industry and to the building public.

At its recent meetings, the joint committee has been discussing the subject of Supplementary General Conditions. The representative of the contractors asked that this be considered because they feel that certain clauses commonly used in sections of our specifications are unfair to the builders and we agree that their complaints are justified to a certain degree.

The members of this joint committee were present at a recent building industry luncheon, where Mr. F. W. Morse discussed the proper method of specifying building materials and equipment. It developed during this talk that many of the manufacturers of building products felt that the common "or equal" clause used in most specifications is unfair because it invites substitutions. This subject deserves our consideration.

We believe that this Committee should continue these discussions; and when the representatives arrive at an agreement, it should be submitted in the form of a resolution to the member groups for their adoption.

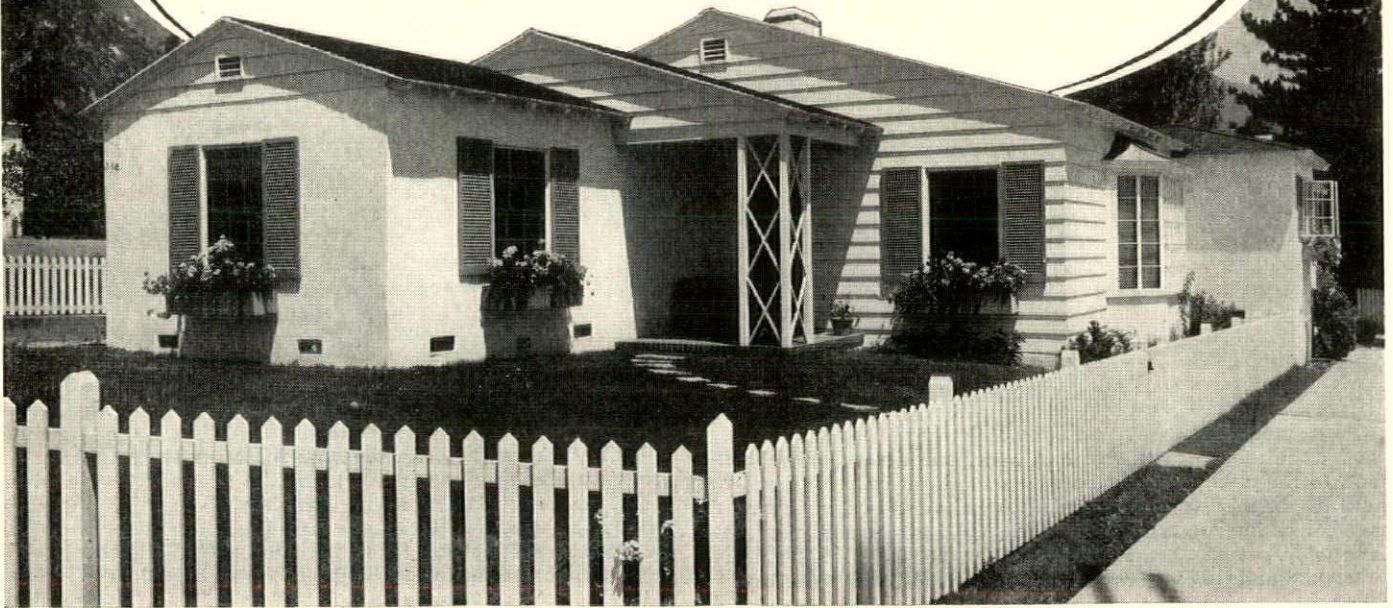
We further believe this adoption by the groups should be tentative until it can be ascertained with some assurance that the suggested reforms will be subscribed to and adopted as regular practice by a majority of offices.

Adolph Eisen, Walter E. Lentz, C. William Palmer, and the writer have represented the Detroit Division of the M.S.A. on this Committee.



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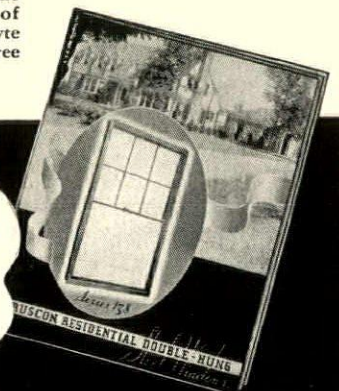


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**COMMITTEE ON PUBLIC WORKS****Branson V. Gamber, Chairman**

The activity of this committee has been principally concerned with matters in Detroit, although all of the seven Divisions of the Society have been represented by a member. Some matters within the purview of this committee have been dealt with in correspondence, but there seemed to be no opportunity to call a meeting of the entire group, important and desirable as that would have been.

The chairman of this committee was privileged to serve as a member of a committee which was appointed to draw up amendments to the present State Housing Code which are to be introduced at this session of the State Legislature.

Acting jointly with members of the Detroit Division of this Society, and also the Detroit Chapter A. I. A., considerable work was done over a long period of time on the Zoning Ordinance for Detroit, which recently was enacted into law. Working closely with the City Plan Commission and the Detroit Real Estate Board, the architects were privileged to render important and valuable service to the city and the public. Although this ordinance may be found to be considerably less than perfect, it is certain that the architectural profession made important contribution to its effectiveness as a whole.

Upon invitation, your chairman, together with Mr. Ditchy and Mr. Swanson met with representatives of the Detroit City Plan Commission and the Housing Commission to discuss plans for rehabilitation of blighted areas of the city.

Excellent contacts have been maintained with city officials at all times, and advice and suggestions have been given freely whenever requested. It is hoped and expected that this committee, similarly to the one on Civic Affairs, will take an active part in all matters pertaining to the interests of the cities and communities throughout the state, through their local Divisions, insofar as the profession may be justified in so doing.

**COMMITTEE ON MICHIGAN ARCHITECTURE****Emil Lorch, Chairman**

Nearly all of Michigan's large cities show the various phases through which American architecture has passed, but in the majority of the state's published histories there is no mention of architects and their works. Yet for their time these buildings were on quite as high a plane as achievements in other fields; they clearly reflect their time and in general were well constructed.

The aim of the Committee is to make available in the library of each city a written and illustrated sketch of the local architectural development; for the preparation of these sketches the architects are best qualified. Such local studies will be informative for all interested in cultural development, the general public, teachers and students, and will show the extent to which each community has shared in and contributed to the national movement. The names of local architects and characteristic works are to be recorded, among the architects beginning with those who pioneered for the profession and prepared the way for the architects who followed. The local studies will also help round out the broader, all-state study on which the Chairman has worked for several years.

In order to expedite the undertaking, the Board of the Michigan Society of Architects at a recent meeting in Battle Creek approved enlarging the Committee on Michigan Architecture, and accordingly the presidents of the Society's Sections outside of southeastern Michigan have each been asked to appoint a committee to collaborate on the project. Messrs. Mason, Burrowes and Lorch now represent southeastern Michigan for which area considerable progress has been made.

At the approaching Convention of the Society a meeting is to be held to further organize the project and all the committees of the various sections are cordially invited to attend or to be represented by a member. At this meeting data of interest will be presented and the cooperation of all is greatly desired.

**Lorch****COMMITTEE ON EDUCATION****Earl W. Pellerin, Chairman**

In addition to the task of training young men more thoroughly and more completely, the Committee discovered that its program could extend almost without boundaries outside the profession. However, education of the public has to do with several other committees whose work includes exhibits, lectures, publications, radio work, publicity, etc.; and therefore it was felt that we should confine much of our effort to assisting those studying Architecture. Wherever possible, the Committee has co-operated on most of these.

In addition to the U. of M. and the Academy of Art at Cranbrook, three other schools carried on work in the study of Architecture during the past year. These were U. of D., Detroit Inst. of Technology and Lawrence Inst. of Technology. Once more an atelier was started last September.

Classes were held evenings at U. of D. and with the ever-refreshing criticisms of such men as Leone and Herman, much progress was shown. The Atelier will continue, conditions permitting.

The first student branch of an Institute Chapter in this State was recently formed at Ann Arbor. Other junior groups will probably be formed soon. The younger groups will not only gain by their relationships with the Detroit Chapter, but will be immensely more valuable to it later, as members become acquainted with its problems. Again this year a U. of M. extension course in the History of Architecture was given by Prof. Hammett one evening a week at Northern High School. This great subject is presented in a most able manner and deserves far greater attendance and appreciation on our part than it has received to date. Let us push this movement. Students, draftsmen, architects, wives and friends can all enjoy and benefit, I'm sure. The Bulletin will announce future courses.

A joint committee made up of both Chapter and Society members will make a report in the near future as to progress being made in architectural education at any colleges in the State offering such work. Suggestions for possible improvements will be offered.

An attempt is being made for a better relationship between members of the profession and the students. That guidance, however limited, is often invaluable.

Some means of vocational guidance for students finishing high school is also receiving consideration. If architecture is to remain the noblest of all the arts, the education of our younger members is extremely important. We expect students to meet with the architects more often from now on. Among those who have treated the younger generation extremely well is Prof. Ernest Wilby. His radiant talk the other evening was an inspiration to all architects fortunate enough to be present.

**Pellerin****COMMITTEE ON EDITORIAL POLICY****Arthur K. Hyde, Chairman**

The Committee on Editorial Policy of the Michigan Society of Architects, held one meeting during the past year.

The general character of the Weekly Bulletin during the past year was reviewed and discussed. Several suggestions dealing with the gathering and arrangement of material were advanced, and the Committee approved the adoption of a slightly increased page size, and a corresponding increase in the printed area for the 1941 issues.

The Committee wishes to compliment Editor Talmage C. Hughes, for the high standard maintained in the Weekly Bulletin, and gratefully recognizes the very real service which our publication renders to the Society and to the Chapter.

**Hyde**



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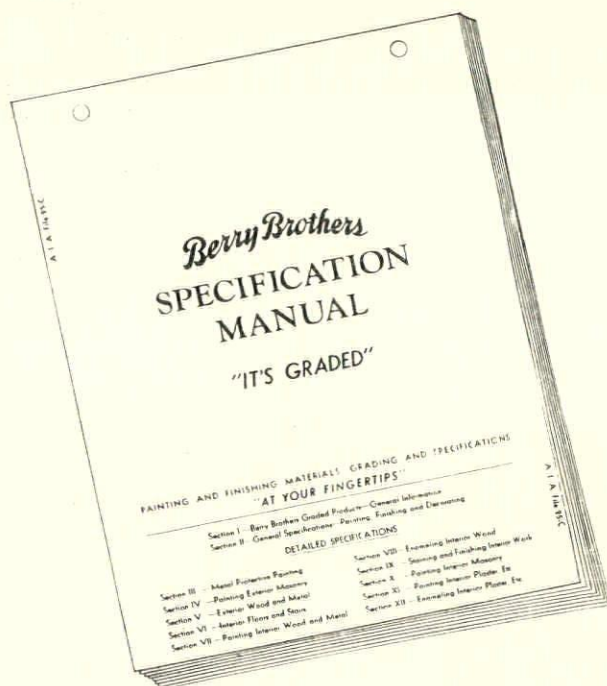
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## LEGISLATION

**Kenneth C. Black, Chairman**

The Legislative Committee held one meeting prior to the opening of the present session of the Legislature. The Committee decided not to sponsor any legislation itself and to adopt a policy of "watchful waiting" with respect to any legislation which might be introduced by others which would affect either the Registration Law or any other matters of interest to the profession. Up to the time of the writing of this report (February 21, 1941) no amendments to the Registration Law have been introduced. Among many other bills of interest to architects are, however, House Bill No. 123 to provide low cost housing accommodations for persons on relief; House bill No. 141 providing amendments to the School Building Law, 1937. This bill was prepared by a committee on which the Society was



**Black**

represented by Mr. Henry Turner of Grand Rapids, Chairman of the School Law Committee; House Bill No. 142 which consists of amendments to the State Housing Code intended to make the provisions of the code relative to multiple dwellings apply only in cities coming under the Housing Code rather than to the entire State; House Bill No. 177 to provide for the regulation and licensing of electrical contractors and the electricians.

The Committee intends to continue to watch the progress of legislation and to make appropriate recommendations to legislative committees when it seems that the profession is warranted in so doing.

The Committee on Tourist Camps has held several meetings during the year and have conducted a competition open to all architects, draftsmen, and students in Michigan, for the design of a tourist camp. Prizes totaling \$50.00 were awarded to Walter Johnson of Ann Arbor, Paul Brown of Detroit, and Paul Flanagan of Grand Rapids.

The Committee is now securing additional material on this subject and will assist the Michigan Plan Commission in the editing of a booklet devoted to tourist camps in Michigan.

## MEMBERSHIP

**Lawrence E. Caldwell, Chairman**

This committee has for the past year attempted to acquaint all architects registered in Michigan with the fact that the Michigan Society of Architects is working for every architect's welfare, that only through their whole-hearted cooperation and by payment of their yearly dues can this Society function.

To bring these facts to each and every architect the work of this Committee and your treasurer has included sending statements, active work by the membership committee in the various divisions, reminder cards, calls by telephone and personal calls by the committee members, and an almost continuous run of notices in the Bulletin. We feel that the results, although not as great as we would like to see, have been gratifying. We can not spend very much money in sending out statements or conducting a large membership campaign, as our yearly dues are small and for this reason all architects should send in dues promptly at the start of the new year. The Committee should not have to send more than one statement and no pep talks should be necessary to remind the architects of their duty to their chosen profession. While there are many men who have no more interest in the profession, yet there are many of us who are practicing architecture and fail to remember our inherent duty to architecture.

This committee wishes to thank all the architects who have cooperated by paying their dues and, although the Committee did not reach the aims that were set. It may make the task of the incoming committee easier, also those architects who did not pay their dues this year may see the advantage to both themselves and their fellow men and pay next year's dues promptly after March 1, 1941.



**Caldwell**

## ALLIED ARTS

**J. Robert F. Swanson, Chairman**

The Allied Arts Committee of the Michigan Society of Architects met on June 13th, 1941 to determine the best method of furthering the relationship of the arts and crafts to architecture. It was decided to join forces with the Allied Arts



**Swanson**

Committee of the Detroit Chapter of the Institute, as the aims of the two groups were identical. It was resolved at this meeting that a collaborative exhibition of architecture, landscape architecture, painting, sculpture, and other allied arts would be the best means of promoting this relationship and of attracting the attention and interest of the public. This exhibition was to be shown in the major cities of the state through the cooperation of civic authorities and local architects.

Through a conflict in exhibition dates, it was finally decided best to incorporate our exhibit with that of the Exhibition Committee of the M.S.A. and the Detroit Chapter of the A.I.A. to be held at the Detroit Institute of Art. This was done and, through excellent cooperation received from the various committees, the exhibit held in Detroit was very well attended and received very favorable attention from the public. From this joint exhibit enough material was selected to make an adequate showing and it was our plan to send this selection to the following cities: Pontiac, Flint, Saginaw, Battle Creek, Jackson, Lansing, Kalamazoo, Muskegon, Grand Rapids, and Ann Arbor.

We were unable to exhibit at Pontiac and the material went to Flint where, through the cooperation of Mr. Dirk Van Dyke of the Flint Institute of Arts, a successful exhibit was held. From there it went to Saginaw and the Saginaw architects cooperated very thoroughly to put on the show and made the necessary efforts to interest the public in this work.

Since the Saginaw exhibit architects of several of the other cities have notified us that they are unable to hold the exhibit through lack of support or cooperation of the architects in their community. Owing to this condition it was arranged to show the exhibit at the Society's Convention and determine at that time whether it was possible to get the necessary cooperation to continue the schedule.

It is the consensus of opinion of our committee that the sponsoring of this show by the architects was of definite value to the architects in each community, giving them the best kind of publicity and that any effort made to sponsor it was very much to their advantage.

## REPRESENTATIVE TO MICHIGAN ENGINEERING SOCIETY

**Branson V. Gamber**

As the representative of the Michigan Society of Architects, your president accepted the kind invitation of the Michigan Engineering Society, and attended the banquet and the final meeting of the annual convention of that Society at Cranbrook last spring.



**Gamber**

Your representative, who is thereby made a member of the Board of Directors of the Michigan Engineering Society, attended two meetings of that Board, both of which were held in Lansing.

Due to the excellent cooperation of the officers and directors of the Michigan Engineering Society, your representative believes that a stronger bond of sympathy and helpfulness has been forged between our two Societies, and that a mutual program of collaboration and joint activities may be fostered and more easily maintained. Both societies are working assiduously for the advancement of their respective professions, and a distinct effort is being made by both organizations to keep the public well and reliably informed regarding the nature, extent and value of their professional services.

Considerable progress has been made by both Societies, working together, in the interest of improving and en-



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forcing the present Registration Law. Unusually close and active attention has been given to this important matter during the last year. Able support is being given by the Michigan Engineering Society to the program of enforcement of the law which has been actively pursued by this Society during recent months.

## FINANCE AND AUDITING COMMITTEE

Branson V. Gamber, Chairman

The committee has met on two occasions to give consideration to the financial status of the Society, and particularly that of the Weekly Bulletin of the Society. As the committee is composed of the president, secretary and treasurer, it was possible to cooperate very closely with the Board of Directors, and all matters relating to the finances and banking of the Society were promptly attended to as part of the regular routine of business.

The treasurer's report will show that the financial position of the Society is good.

The Weekly Bulletin of the Society has made good progress this year. In addition to paying all expenses including a reasonable salary to the editor, the Bulletin has returned to the Society, as a share of its profits, a substantial sum.

This opportunity is selected to express full appreciation of and our thanks for the excellent work done during the past year by our treasurer, Mr. Thornton and the editor of our Bulletin, Mr. Hughes.

## REPORT OF EXECUTIVE SECRETARY

Talmage C. Hughes

As executive secretary of Detroit Chapter of The American Institute of Architects, Michigan Society of Architects, and its Detroit Division, this office has endeavored to serve as a headquarters and source of information for all architectural organizations in Detroit, and in the State insofar as it pertains to the State Society.

The placement service for draftsmen, established some years ago has been continued and is constantly growing in importance.

The report on Public Information, in this issue, while addressed to local representatives nationally, can also be applied to our State and local program. I would like to take this opportunity to thank, on behalf of the organizations, the newspapers in Detroit and throughout the State, and more specifically their editors, for the splendid cooperative spirit they have shown in our interests.

I would like to commend for reading by all members the Public Information section in this issue, for much can be gained by architects in general becoming more familiar with the processes of news and its dissemination. Too much selling, of a commercial nature, cannot be done, for architecture is still an art, and publicity must be on an educational level — the telling of a story by accomplishments, rather than by too much sales promotion.

There would seem to be a definite trend in favor of more adequate public information, and this is a good sign, for by bringing together the ideas from many sources may we expect to vitalize our national program.

## Changes to By-Laws

Further changes to the Society's by-laws have been suggested and will be voted upon at Convention. It is proposed to amend Article 2—Section 6 by adding the following:

"Notices of all special meetings must be mailed by the Secretary to all officers and members of the Board of Directors at least five days prior to the meeting. Such notices must set forth the purpose of the meeting and no such meeting may abrogate any action taken at a previous regular or special meeting unless the proposed abrogation is specifically mentioned as an item of business in the notice of the special meeting."

## REPORT OF DETROIT DIVISION

Aloys Frank Herman, President

A short year ago the Detroit Division of the State Society pledged itself to make an extra effort toward the furtherance of two propositions; the one being the improvement of the practice of architecture within its own walls; the second, to



Herman

meetings.

We might add that our plans for the coming year contemplate an earnest pursuance of the course charted last year and in addition we hope to enlist, "by force of arms" if need be, more active support of our members.

Thru the efforts of our Membership Committee, Lawrence E. Caldwell (chairman), John Thornton and Chester Baumann, the active membership of the Detroit Division was slightly more than doubled. This we believe to be an accomplishment which stands to the credit of this committee.

By way of interesting programs to those without, as well as within the profession, much was accomplished by the Program Committee, Frank H. Wright (chairman), H. T. Simons, Leo Schowalter, Robert Blakeslee and Lawrence Caldwell. The most notable of the many attainments of this committee was the sketch exhibition held at the Detroit Institute of Arts last October. This showing was well attended by the public, the material was of high quality and much favorable publicity accrued therefrom to the architects of Detroit. Several other programs of interest were arranged.

The Public Information Committee under the guidance of the veteran, Talmage C. Hughes and aided by Gerald M. Merritt and C. Wm. Palmer, did its usual excellent task of carrying the architects' story to the public. Thru the efforts of this committee, four lectures at the Detroit Institute of Arts, one of which was illustrated were given by Messrs. Aloys Frank Herman, Wirt C. Rowland, Henry F. Stanton and Branson V. Gamber, on successive Tuesday evenings during the sketch exhibition. Several speaking assignments on architectural subjects were filled before various lay groups by officers of the Division. A generous portion of local newspaper publicity appeared from time to time and, of course, the Weekly Bulletin was issued with tidal regularity.

Relations with the Building Industry was the assignment of a committee composed of George Diehl (chairman), Adolph Eisen, Walter E. Lenz, and C. Wm. Palmer. This group held several meetings with contractors, as well as material organizations, and reports progress in the way of better relations.

By way of improvement within, much was accomplished by the Committee on Education, the chief characters being Earl W. Pellerin (chairman), Wirt C. Rowland and L. Robert Blakeslee. Educational processes in the various institutions of learning in the State were reported upon and some pleasing progress in the functioning of a local atelier was accomplished. Two design programs in each one of the Beaux Arts classes were completed with encouraging results. The Atelier, which was located at the University of Detroit, has been temporarily closed owing to the inroads of the draft, as well as overtime work caused by the preparedness surge upon the time of the architectural neophytes hereabout.

The Architectural Practice Committee consisting of Leo M. Bauer (chairman), Thomas H. Hewlett and Andrew R. Morison, augmented by much good help from Branson V. Gamber, Tal Hughes and some others, has applied itself most diligently with amazing results along the line of making better the conditions under which we practice.

We wish to commend most highly Mr. Leo M. Bauer for long hours devoted to the work of this committee. Thru the



Hughes



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ferreting out of much pertinent information and placing it before qualified council some startling discoveries have been made. Since the report of this committee is elsewhere made in greater detail, we shall make no further comment on it here. Mr. Bauer and his committee have been asked to continue their work thru another year and we are most anxiously awaiting their acquiescence.

Seven general meetings of the Division and nine board of directors meetings have been held during the year just ended. Since much of our work was confined to committees we were able to limit the number of meetings of the membership.

At the Division's annual meeting held at the Inter-collegiate Club on Lincoln's Birthday, Feb. 12th, 1941, officers were elected, to serve until spring of 1942, as follows:

Aloys Frank Herman, president; Frank H. Wright, vice-president; L. Robert Blakeslee, secretary; Lyle S. Cole, treasurer; Talmage C. Hughes, executive secretary and Earl Pellerin, director on the board of the Society.

## WEST MICHIGAN DIVISION

Emil G. Zillmer, President

Four regular meetings were held during the past year at the W & B Grille at Grand Rapids, a restaurant just halfway between Rod Allen's office and Harry Mead's office, all down hill for Mr. Mead, some up hill for Rod, but he is always Fired at Random, so he's on the up grade.

Weekly meetings were held during the summer months at the Elks Cafeteria and were well attended.

Our regular meetings were usually attended by about fifteen members and were enjoyed by all present. Discussions were mostly concerning architectural subjects, Rod's new buildings, general building conditions and problems, registration, violation of the state Registration Act, dues, some war talk, Fired at Random involving Rod Allen etc., etc.



Zillmer

We always enjoyed the swell feed and an hour or so of good fellowship.

We haven't accomplished a great deal, but we enjoyed our meetings and kept the good old banner flying true to tradition for W. M. S. A.

Mr. Mead, Chairman of our Legislation Committee, as well as director, kept us well informed regarding the state meetings he attended and the good work that was being done. Many thanks, Mr. Mead.

Charles (Pat) Crowe, Chairman of the Professional Practice Committee, has been very active and reports good progress with his work and his committee.

Jim Haveman, Chairman Membership Committee, was instrumental in getting in some dues. Many thanks, Jim, and no doubt you will wake up the boys for 1941, and get some new members.

John Baker, chairman of the Committee on Public Information, was very active checking up on publicity for newspapers and submits the following report.—"The publicity committee chairman reports progress made with local newspapers as to the accuracy of building news with reference to their habit of designating as architects various and sundry house builders, designers, draftsmen, delineators, etc.

Chris Steketee, Chairman of the Ways and Means Committee, was very active and the results were very encouraging, so reports our secretary.

Henry Turner did not submit a report, but, as chairman of the Civic Affairs Committee, has been for many years in the past and is still interested and active in this work. His excellent work on the Zoning Board of Grand Rapids has represented the architectural profession and we are justly proud of his efforts.

S. Eugene Osgood, Chairman of the Committee on Education, attended our last meeting but had nothing to report. Even without a report I feel that his discussion at the meetings and his knowledge of this work has been reflected on the profession, and I know he will carry on during 1941

and submit a report next February worthy of his chairmanship.

Wm. McCarty, "Bill" to us, Chairman of the Building Committee, has been quite active with his work, but the defense program has taken him away from our meetings, and now Bill is a Colonel and a darned good one, too.

Mr. Gamber's program was an excellent one and it is with regret that I, as President of W. M. S. A., could not spare the time from my work to lend him a hand. Our resolution indicates our attitude and here's many thanks to you for your excellent work as president of the M.S.A.

We hope that 1941 will be very kind to us all and that our Division will aim a bit higher and give a better account of itself, and to all the other members on our roster, thanks to you for your efforts.

## UPPER PENINSULA DIVISION

Reported by Harry W. Gjelsteen, Secretary

During the past year six meetings were held by the Upper Peninsula Division of the Michigan Society of Architects; four in Iron Mountain, one in Ironwood, and a joint meeting with the directors of the Society at Mackinac Island in August.

Discussion at most meetings pertained to violations of the Architects Registration Act and the means by which these violations could be corrected. In the Upper Peninsula there are several clear-cut violations which soon will be stopped by means of court injunctions, but the prosecuting attorneys in some of the counties do not seem any too cooperative.

The highlight of our year's activities was the meeting at the beautiful Grand Hotel on Mackinac Island in conjunction with the directors of the Michigan Society of Architects. A very fine attendance was had, and a great many of the architects brought their wives to the meeting. The meeting certainly brought an excellent feeling between the Society and the Division.

The last meeting was on February 22nd and officers for the coming year were selected as follows: David E. Anderson, President; Harry W. Gjelsteen, Secretary-Treasurer.

The Upper Peninsula is a considerable distance from Lower Michigan and Dave Anderson deserves a great deal of credit for attending as many meetings in Lower Michigan as he did.



Gjelsteen

## CENTRAL MICHIGAN DIVISION

Reported by Leon R. Snyder, Jr., Retiring Secretary

This Division of the Society has seen a year of changes which have strengthened the group as a unit of a steadily growing organization.

Five meetings were held during the year, alternating between Jackson and Lansing. Of a list of some 27 members an active group of 12 to 16 attended each meeting.

The program for the year included a trip through Cranbrook School. This excursion was the occasion of the regular May meeting. Fourteen members and their wives met at Devon Gables Tea Room for dinner, after which a very interesting and instructive trip through the School was made, guided by Eero Saarinen.

It is well to note that this Division had the highest percentage record for dues paid to the State Society of any Division in the State.

Committees appointed for the year were as follows:

Education, Karl Kressbach; Publicity, Jim Stewart; Legislative, Ken Black; Civic Affairs, Ralph Herrick; Membership, Leon R. Snyder, Jr.; Relations with the Building Industry, Clark Ackley.

The December 3rd meeting was held jointly with the board of directors of the State Society and was an instructive and definite contribution in welding a stronger organization for the Division and its part in the State organization.

Most of the group have attended at least one of the meetings, and it is hoped the foundation for a stronger Division has been laid.



Snyder



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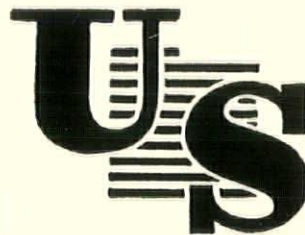
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**SAGINAW VALLEY DIVISION****James A. Spence, Director**

The Saginaw Valley Division of the M.S.A. has had an active year and has carried on the usual activities of the organization. Meetings have been held in Bay City, Midland and Saginaw, and on June 21st the Society's Board of Directors met with us in Saginaw. The board and members of the Division visited the Dr. V. R. D. Kirkham residence designed by Charles A. Platt and enjoyed an inspection of the house and gardens, as well as Dr. Kirkham's fine collections of glass and paintings.

**Spence**

We are impressed with the aggressiveness of the M.S.A. in promoting the welfare of the profession and it is our hope that this good work will continue unabated.

**REQUIREMENTS, ARCHITECTURAL PRACTICE — STATE OF MICHIGAN***Adopted at M.S.A. 24th Convention, 1938*

Professional Architectural Practice is any service of an advisory character, which requires architectural knowledge, experience and skill, for which a charge is made, when such service is not influenced by prejudicial interest in the pertinent project.

When the project is of such character as to require that the advice of the architect be recorded in the form of documents, professional architectural service is interpreted as including the preparation of drawings and specifications, either or both. These, as instruments of service, are the property of the architect and may not be reproduced or used without his knowledge and consent.

When the drawings and specifications are intended to become the documents upon which to base a contract, they shall be sufficiently complete to determine the amount, kind and quality of workmanship, materials and equipment to be furnished, and shall be so prepared that the work shall comply with all governing codes, ordinances and regulations, and with sound architectural practice.

Complete architectural service is interpreted as including the necessary conferences, the preparation of preliminary studies, working drawings and specifications, the drafting of proposal forms, the taking of bids, the drafting of the contract and the supervision of the construction, also the preparation of large scale and full size details and such bulletins as are necessary to explain and amplify the contract documents, the keeping of records of inspections and issuing certificates of payment and the keeping of records of all transactions and correspondence relating to the work.

The architect's supervision is held to refer to the enforcement of the terms of the contract documents and is distinguished from the superintendence furnished by the contractor or the continuous inspection of the part of a clerk-of-the-works employed by the owner and selected by the architect.

As advisor to the owner, the architect cannot guarantee estimates of cost or the satisfactory performance of the work but can only endeavor to obtain compliance with the contract documents. The architect is the owner's agent with respect only to work covered by the contract documents.

The architect may contract with an owner for complete or partial service but he may not contract to furnish supervisory service to enforce the documents prepared by another architect without the latter's consent and approval.

If the architect contracts with an owner to furnish less than complete architectural services, he shall indicate on all documents pertaining to that particular work, the extent of the service which he is performing. All incomplete documents shall be labeled "Not to be used for construction purposes."

**TO BRANSON V. GAMBER***In Appreciation*

The retirement of Branson V. Gamber as president of The Michigan Society of Architects, at this Convention will mean a distinct loss to the architects of this state. There are however, two compensating elements. He will remain on the board, and be succeeded as president by Bill Palmer.

He has been a great leader and his straight-forward action has had a most vital effect on the Society's progress. We who have worked with him know that he is a great executive, as well as one of the finest characters we have ever known — a man you like to follow.

It is difficult to write an adequate estimate of the work he has done. One simple statement may characterize it — he is a builder, in the sense that whatever he does is with the idea of steady progress, building and improving upon what has been done.

To the Michigan Society he has been absolutely faithful.

**TO THE CONVENTION COMMITTEE**

We salute you, and we thank you for your untiring efforts to make this, our 27th Convention run smoothly and pleasantly for every delegate.

"If you seek a lovely peninsula look about you," so reads Michigan's motto. And if you would see a lovely convention with a perfect setting look about you when you arrive at the Statler — and then thank:

Leo A. Schowalter, Chairman  
L. Robert Blakeslee  
Francis P. Bennett  
Laurence E. Caldwell  
Lyle S. Cole  
Branson V. Gamber (ex-officio)

Talmage C. Hughes  
Andrew Maglia  
Paul R. Marshall  
Gerald M. Merritt  
Malcolm R. Stirton  
Frank H. Wright

**TO ROD ALLEN**

No M.S.A. Convention number would be complete without something from Roger Allen, our perennial toastmaster, poet laureate, architect, writer and humorist. Not having heard from him at press time we dash off a tribute to say that either he is too modest or he doesn't want to detract from the treat he has in store for us on the evening of the 21st.

According to law, the minimum number of persons who can create a riot is three, and unless I am mistaken, Friday evening at the Building Industry Banquet Roger Allen will be those three people.

**RAYMOND J. KELLY**

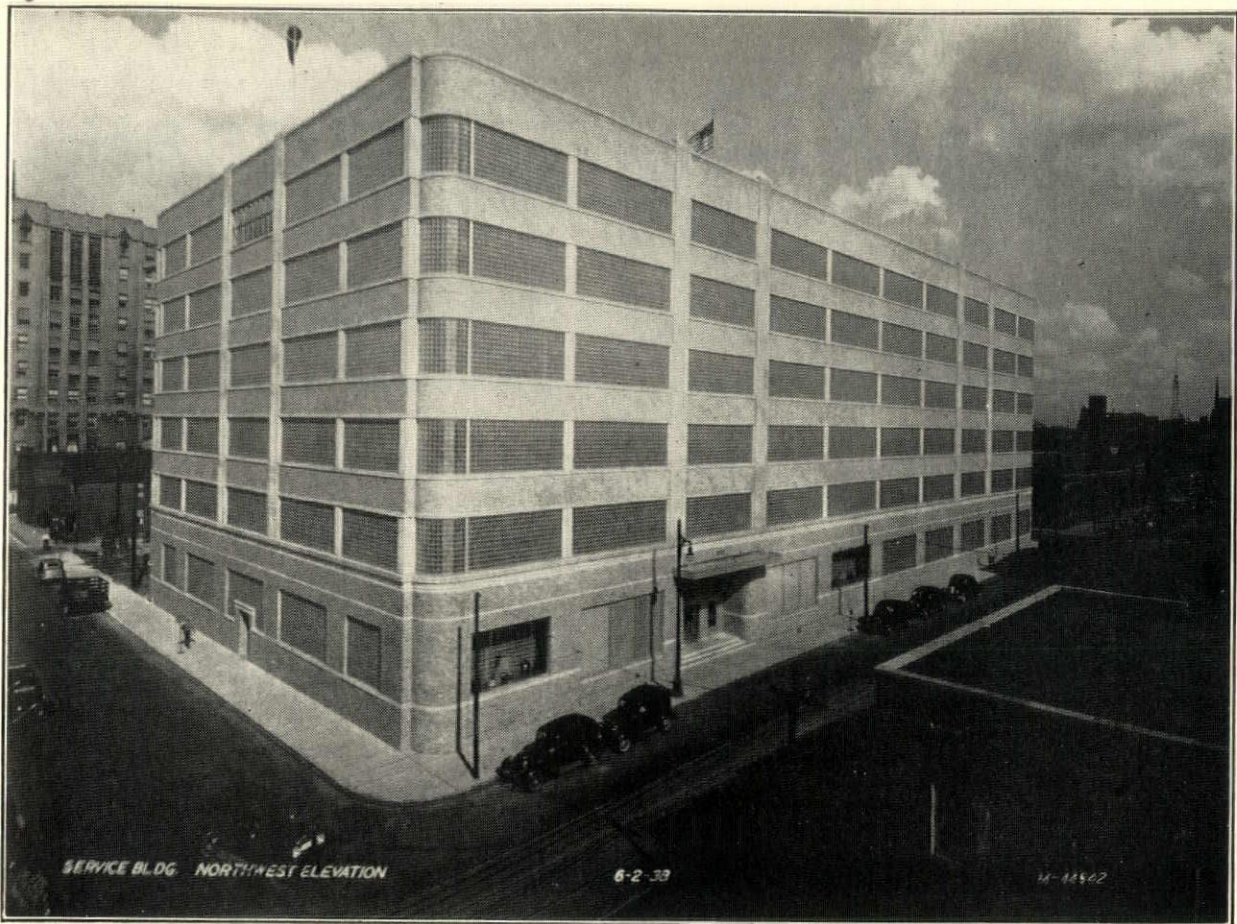
Mr. Kelly, past commander of the American Legion and former Corporation Council of Detroit will be the speaker at the Building Industry Banquet, Friday evening, March 21.



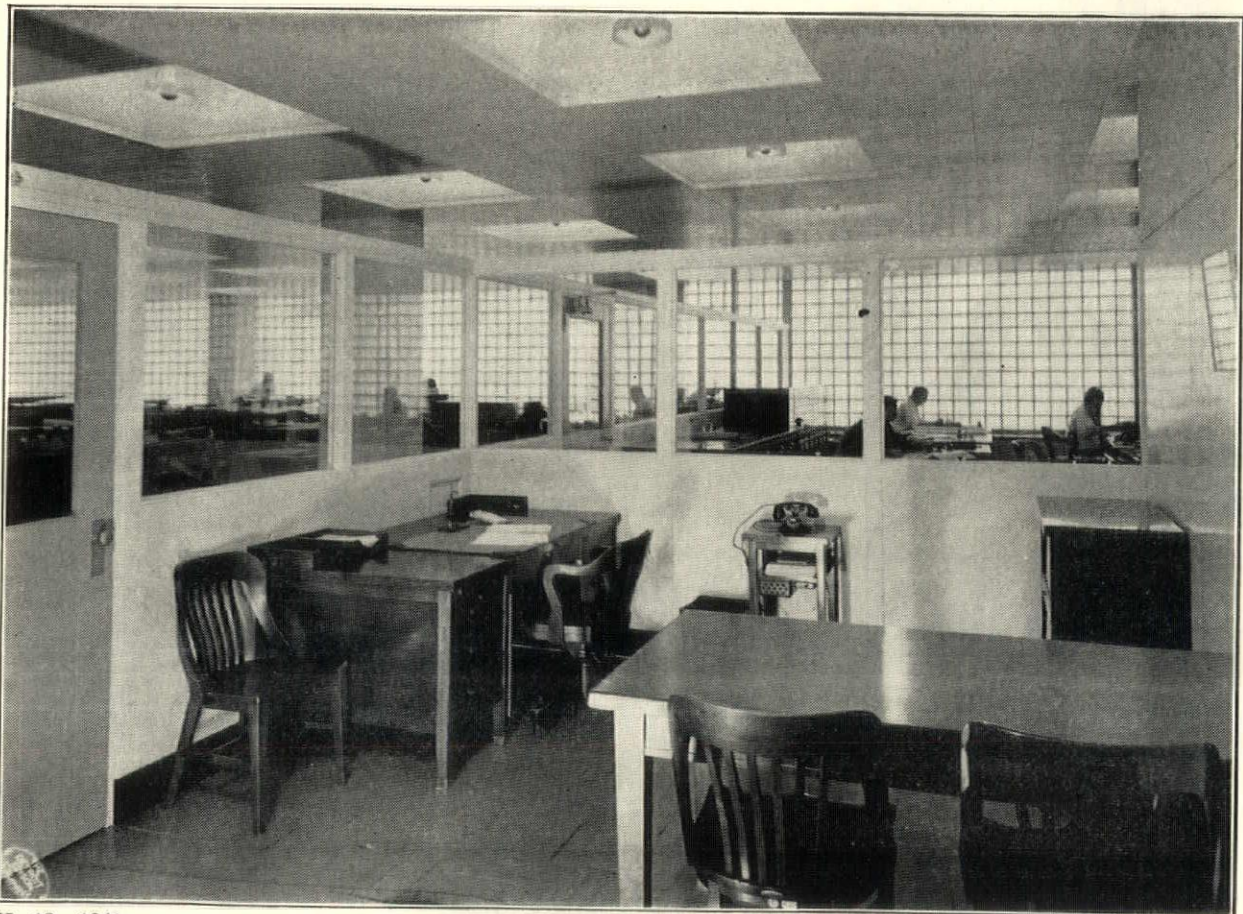
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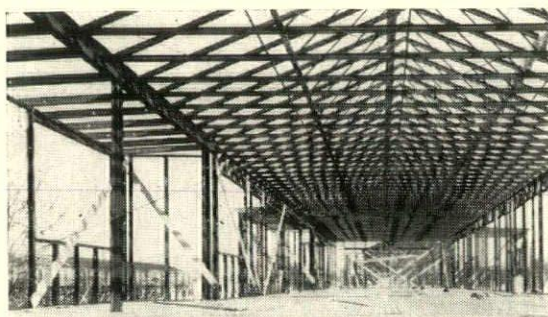


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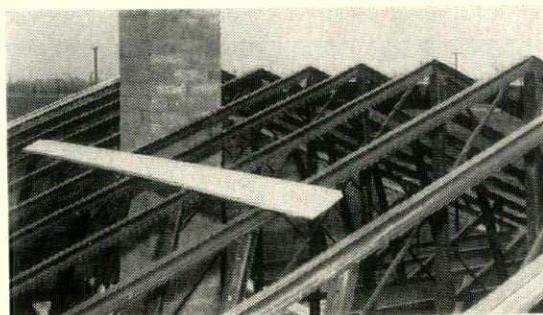
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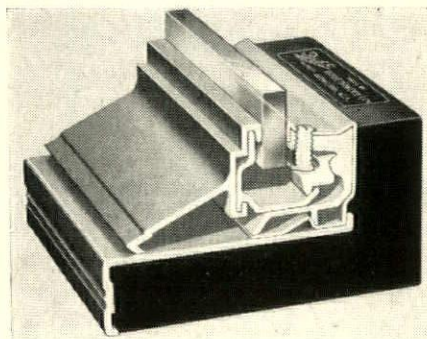
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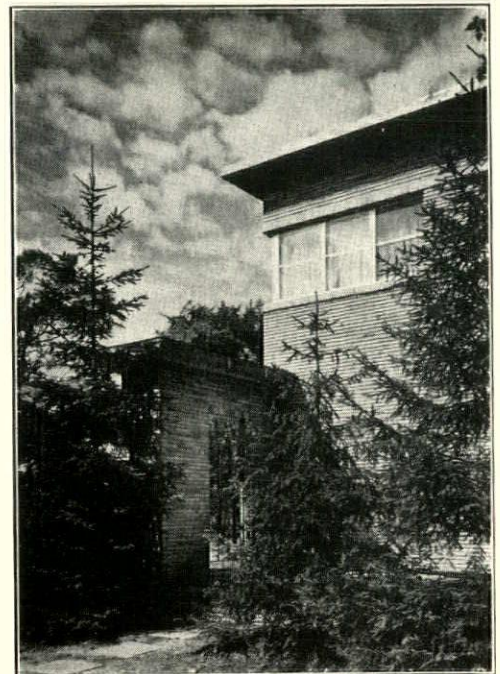


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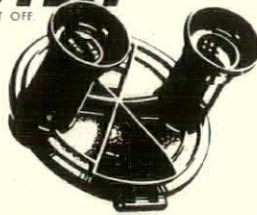
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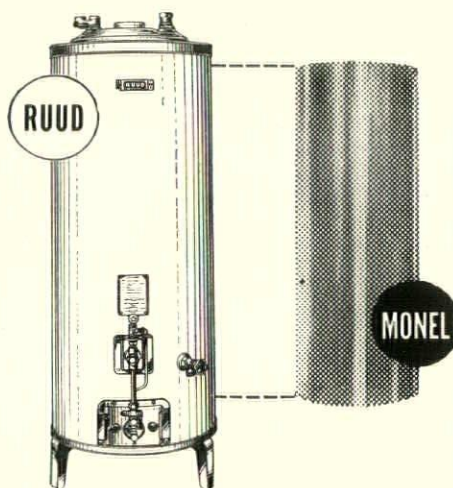
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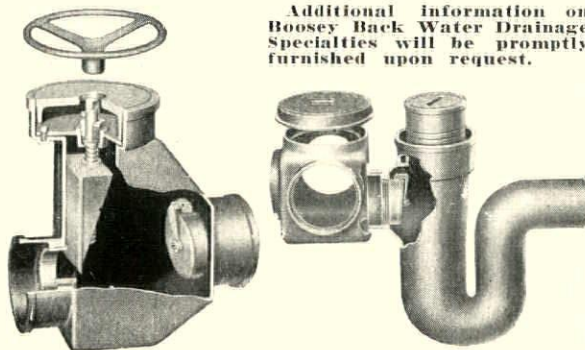
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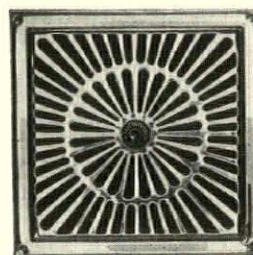
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# THE INSTITUTE'S COMMITTEE ON PUBLIC INFORMATION

A Statement by Talmage C. Hughes, Chairman

Herewith is published an up-to-date list of Chapter and state association LOCAL REPRESENTATIVES to the Institute's Committee on Public Information. Except for those indicated by an asterisk each has been appointed by his local president, and each has accepted. This places a responsibility on the LR which would not otherwise devolve, and we feel sure will result in whole-hearted cooperation.

## Your Obligation

Let us consider how this can be brought about. First in importance is becoming better acquainted, understanding one and others problems. For obvious reasons this must be done largely by correspondence, and for the present



Hughes

anyway, even correspondence must be limited. Won't you, therefore, consider this, and future communications of like nature, to be addressed to you personally, and respond by giving your reactions. You are all on our mailing list, so let us hear from you. We want to know what particular activities your local Public Information Committee is entering into, what difficulties you may have had, how you have met them, and particularly how the Institute's Committee can be of assistance. Only by pooling our experiences and our material can we create a

forum of ideas that will be useful to all, thus helping to crystalize the national program. Ours is a great responsibility. That there is urgent need for a more adequate public information program of long range and wide scope seems to be the opinion of most every architect. The sentiment in favor of it is growing rapidly among all classes of offices—the big as well as the small.

## Trends of the Times

Time was when only the wail of the small office was heard, and this generally had to do with the encroachment into the architects' field by the lumber company, the operative builder and others, and little sympathy was received from the large office whose position seemed secure. Times are changing and today the heads of even the largest offices are asking, why doesn't the Institute do something about the large engineering-contracting concerns who are furnishing architectural services together with building?" They also call attention to the ever-increasing governmental bureaus, stating that unless some steps are taken to change the trend architects will soon be relegated to positions of unimportance, working for these groups.

There is one bright spot in the whole picture. It may mean unifying the profession, a coming together of the big and the small in one cause, for the first time a common ground on which all can stand — a condition that has heretofore been sorrowfully lacking — but it will not be achieved by a sporadic or hit-or-miss approach to the problem. Coordination of effort among members of the profession is more necessary now than ever before, but there are signs of hope, for the most difficult problem of all has been to get the architects themselves to see the "hand writing on the wall" and to agree on some plan of action to correct the situation from the ground up.

## The Remedy

Almost every problem that has beset mankind since the beginning of time has been solved or brought under control by the advancement of knowledge. Education has taught that the best results are accomplished through united action. Coordinated effort, using educational methods and public information methods, offers the best approach to the problem of placing the architect in the proper light before the public so that he will be and remain the rightful leader of the building industry.

Passage of a law is not enough. The public must be informed, through every medium at our disposal, that it is to their benefit and for their protection that architects should be employed. It has been our amazing experience to find so many owners, who have had unfortunate building experiences, confess that they did not know this.

It may well be that a closer coordination between the

Institute's Committee on Education and its Committee on Public Information would be desirable. How often at our chapter meetings or at convention do we hear discussions of some subject lead up to the conclusion that in education of the public — Public Information — lies the remedy.

## Possibilities and Limitations

Architects are becoming publicly conscious to a striking extent and much discussion is going on. A clarification of both the possibilities and limitations of architectural publicity is needed. When a member asks why the Institute doesn't "do something" about a certain matter it would seem that he expresses a misunderstanding of the functioning of the Institute and its committees. The Institute, its board and its committees are servants of the members and the chapters and it is not at all their prerogative to launch an extensive campaign that would require more funds than are available. It is their function to carry out the mandates of the chapters, and just as soon as a sufficient demand for specific action is made felt it will be carried out — provided the demand is accompanied by a plan of financing that will make it possible. And so let us be content, for the present, to work diligently toward bringing into unity all of the ideas on the subject that may originate throughout the land, in an effort to find a basis of action on which all can agree.

## The Newspapers

Believing that, in the meantime, our best possibilities lie in bringing the architect and his work before the public through news items, we publish herewith a Public Information Manual, which we trust will be of assistance to local representatives in organizing such material for newspaper use. With this in view ours is largely a reporting function, and it should be made clear that what the papers want is news — and that news is predicted upon action. The value and extent of such efforts will be commensurate with the value and extent of the activities of architects individually and collectively. Greater chapter activity in public information is imperative if architectural publicity is to be thoroughly representative.

Mr. James T. Grady, the Institute's publicist, has rendered an invaluable service in publicizing the activities of the Institute, its officers and chapters.

We learn by doing, and what is good for one Chapter will not always be good for another. Some will find best results from exhibitions or lectures, while other may choose the radio, and in some cases a chapter will enter into many the radio, and in some cases a chapter will enter into many do all at once would seem too arduous a task.

## Conclusion

And, so, to all you LR's, let's hear from you at an early date. Give us your reactions, your experiences, your problems. This would be of very great assistance to your chairman in preparing an annual report and in formulating a program for a meeting of our committee at the Institute's coming convention. The report must be submitted by May 1, so your communications should be in well before that date — the earlier the better.

Next, I would like to ask that each LR give thought to subjects for discussion at a Committee meeting at Convention, and send this suggestion to the Chairman. This is the only opportunity we have for anything like a meeting of the Committee. It is of vital importance to our national program. The details can later be filled in by correspondence throughout the year. Perhaps we can meet on the convention tour train and be somewhat organized upon arrival.

As a further suggestion, may I express the hope that you LR's will be elected delegates from your chapters to the convention — and that you will go. Let's have a rousing meeting of our committee in Yosemite Valley.



# PUBLIC INFORMATION MANUAL

## Introduction

It is the purpose of this outline to present to the Public Information Committees of The American Institute of Architects, its Chapters and affiliated state societies, a simple guide based upon methods known to be acceptable to newspapers.

It is not intended as a "course" on the whole subject of publicity. It applies only to the types of stories that occur in connection with an organization such as ours.

Basically, the thought is to assist in "covering" our activities. To do this, from a newspaper point of view, it is necessary to follow certain simple rules. These rules will be presented as they apply to each type of story, or "release."

To many who have had more than casual experience in publicity work, much of the information contained in the manual will seem elementary. However, there are others not so experienced who may find that this simple guide to procedure will prove to be a time saver with the effect of increasing the amount of publicity.

The fundamental purpose of our publicity efforts is, of course, to gain public recognition of the importance of the profession of architecture, to attract favorable attention to its activities, and to educate the public on the architects' civic contributions to modern life.

Full coordination of the work of The Octagon, the Committee on Public Information and the Institute's Publicist, Mr. Grady, will accomplish this purpose most effectively.

Publicity is not the ballyhoo it is so often accused of being. In our case it is simply an effort to educate the public on the importance of the architect in his relationship to society.

The best way to do this is to enlist the aid of the greatest media for public information, the newspapers, by adapting our information to conform to their needs. To that end it is hoped that this manual will prove helpful.

TALMAGE C. HUGHES, Chairman  
Committee on Public Information  
The American Institute of Architects  
120 Madison Ave., Detroit, Mich.

## General Statement

"No man can serve two masters." That is true maybe in every other activity but it does not apply to a publicist. Here we have the paradox of one who must serve two masters if he is to serve either well. These two masters are first, the groups he represents and second, the newspaper editors.

Constructive publicity is achieved best by keeping the requirements of newspapers constantly in mind. Many good stories have not been used because the writer has not observed the rules which govern the publication of a daily newspaper.

City editors all desire, as a rule, to be kept informed about the major activities of organizations such as ours. If there is to be a meeting of a group at which an important speaker is to appear, or where a question is to be discussed that is of importance to the public, the local editors want to know about it. But they must be informed in time for publication in the proper issues of their papers, they must receive complete information, full names of principals, and, above all, they must be able to rely upon accuracy.

The city editor is one of the busiest men on a newspaper staff. He has a limited number of reporters at his command—rarely enough to cover all of the activities he would like to cover. Therefore, a reliable source of information is doubly welcome.

In general the city editor is so busy during his working hours that he cannot devote much of his time to visitors. He prefers to have material mailed several days ahead. If time will not permit that and there is an important development of which he should be informed, he would prefer a telephone call to a visit that breaks into the routine of his work. In this case if the story seems to be important enough, the city editor will ask the caller to give his message to a reporter who will write it in newspaper style. The city editor may then do one of many things.

If he does not think that the story has news value he may "kill it," or, he may see greater news importance than you had observed and either call you or send a reporter to get more information. But, in any event, it is the city editor who decides what will happen to a local story.

Closing time is a bad time to expect any of the editors to pay much attention to any story that does not rank in the top flight of importance. It is too late then for an ordinary story to be included and, further, the editors are annoyed with people who disturb them at their busiest time, and are less likely to receive with favor further releases or communications from the same sources.

In dealing with reporters it is well to remember that they are, as a rule, hard-working, conscientious young men who are following orders to get a story. They are well-informed on a large variety of subjects. They interview people in all walks of life and usually, by the questions they ask, can guide the interview into a well-balanced story.

Remember that the reporter has a better sense of news value than the layman. If a reporter indicates that he does not think you have a real story it is because he knows that it would not be published even if he wrote it. So do not be discouraged but look forward to some future time for his use of a more important story.

It often happens that after you have spent considerable time with a reporter and given him a lot of information about a subject that the story will not appear in the paper. That is disappointing to you but just as disappointing to the reporter. The reporter does not control what goes into the paper. Your story might have been set in type, ready to run, and then, as so often happens, "killed" for a more important story received at the last minute. The same is true when your story appears in the first edition but not in the others, or when only a part of it appears.

Names make news and accuracy is of great importance. Be sure that you have the correct given names and initials. People become highly incensed when they see their names published incorrectly and the first reaction is to call the city editor. The city editor will be wary of accepting future stories from a source that he cannot trust.

Another factor that must be kept in mind at all times in dealing with newspapers is that they are private property. If an editor decides that he does not like your story, no matter how important or well-written, it is his privilege to refuse to publish it. To take an extreme example, a newspaper publisher may decide that he does not like architects, and instruct his staff never to mention them in his paper. There again, it is his paper to do with as he pleases, provided that he does not break the law.

There are many amusing incidents in this connection. Some of them do not like cats, or dogs, or boats, and refuse to permit photos of them to appear in their papers. Others like the animals, or their wives do, and nearly every edition of their papers will carry such photos. On the whole, however, newspaper publishers and editors do not permit their personal likes and dislikes to interfere with sound publishing policies.

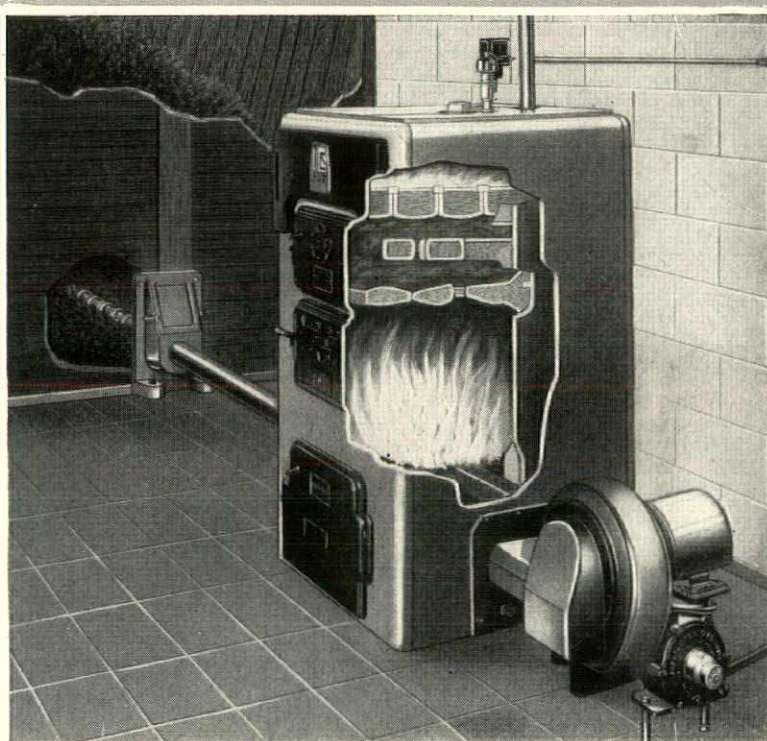
## Chapter 3

### THE PHYSICAL FORM OF A RELEASE

The physical form of a news story or "release" often plays a large part in its acceptance or objection. Releases should be clearly types, and pages should not have a crowded appearance. The men who edit your copy do not like to strain their eyes on faint lettering and they need room to make their editorial changes clear to typesetters.



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Leaves room for editing and makes your copy easy to read.
3. **PLENTY OF SPACE AT TOP OF FIRST PAGE.**  
This leaves room for the newspaper to insert its own headlines without having to paste your copy on another piece of paper.
4. **STATE THE SOURCE OF YOUR STORY IN THE UPPER LEFT CORNER.**  
Newspapers will not publish a story unless they know its source and that the source is authentic.
5. **STATE WHEN THE STORY IS TO BE RELEASED—EITHER "FOR IMMEDIATE RELEASE" OR FOR RELEASE ON A SPECIFIC DATE, SUCH AS, "RELEASE: SEPTEMBER 28 (THURS.)"**  
Editors will respect your release date. It gives all of the papers an opportunity to publish the story the same time if they care to use it. (See Sample release following).
6. **TO USE OR NOT TO USE A HEADLINE.**  
Some editors prefer a short headline at the top of a release to save their time in reading and classifying your stories. Others do not. If a headline is used, keep it short and clear.
7. **KEEP YOUR RELEASES SHORT.**  
Try to keep your releases down to 300 to 500 words, unless the story is very important. If a very important paper is being presented at a meeting and reporters are going to be present, have copies of the complete paper available, as well as a short story prepared from it. These are "handouts" for reporters who cover the meeting.
8. **INDICATE THE END OF YOUR RELEASE.**  
Always indicate the end of your story with an asterisk or similar symbol. When your release takes more than a single page be sure to note this clearly on each page.

Here is an example of a simple release which is presented to indicate the general physical form which all releases should be given. Should you use second page identify it with the first by a notation at the upper left corner, as for example, "Architects—Page 2."

#### (Sample Release)

From:  
Detroit Chapter  
The American Institute of Architects  
120 Madison Avenue  
Detroit, Michigan

Release: Sept. 28. (Thu.)

The building construction program of both the army and the navy will be carried out with the aid of private architects, Edwin Bergstrom of Los Angeles, president of The American Institute of Architects, told delegates to the Second Annual Mid-West Architectural Conference in their opening session at Cranbrook Academy of Arts this morning.

Bergstrom reported on a nation-wide survey of architectural offices throughout the country made by the Institute at Washington, stating that returns to 14,000 inquiries had been classified and placed in the hands of governmental departments.

"I do not find in the office of the quartermaster general any disposition to enlarge this designing bureau —," he said in pointing out that the construction division will furnish necessary data, etc. —.

Delegates from six states of the Great Lakes and Illinois-Wisconsin districts of the Institute, and state societies will form regional councils. —.

### Chapter 4

#### THE LEAD

The "lead" is the first paragraph, and should contain all of the fundamentals of the story. One reason is that editors often cut stories from the bottom when they are pressed

for space. Also a reader may get no further than the first paragraph. Therefore, it is important to write the first paragraph or two so that if all the rest of your story is omitted the essential information will be left.

A simple but excellent aid in writing a good lead is to answer the five W's of news: WHO? WHAT? WHEN? WHERE? WHY? An example answering most of those questions follows:

Edwin Bergstrom, president of The American Institute of Architects, was the speaker at the dinner meeting of the Institute's Detroit Chapter, last night, at Hotel Fort Shelby, in celebration of the Chapter's Fiftieth Anniversary.

Another example of a simple lead, in which the reader is invited to pick out the answers to four of the five questions recommended as guides, follows:

Captain Donald B. MacMillan, famous Arctic explorer, will be the principal speaker at a meeting of the Central New York Chapter of The American Institute of Architects, to be held at Hotel Seneca, Friday, October 11, at 6:30 P. M.

In the lead above Captain MacMillan is placed first. The reason for that is that a meeting of the Central New York Chapter is something that happens regularly and in itself does not make news. The presence of a famous Arctic explorer at one of the meetings, however, is unusual and therefore of greater news value than the mere fact that the Chapter is going to hold a meeting.

To further emphasize the news importance of the visit of Captain MacMillan and to save the newspaper editors in Rochester the trouble of doing it themselves, the highlights of his career were taken from "Who's Who" and the finish of the advance story started above read this way:

Captain MacMillan will give an illustrated talk on his Arctic explorations. He took part in the Peary Arctic Club North Polar Expedition in 1908-09, and was a member of the Cabot Labrador Party in 1910. From 1913 to 1917 he was leader of the Crocker Land Expedition, and in 1923-24 he led the MacMillan North Greenland Expedition, followed by the MacMillan Polar Expedition in 1925.

Captain MacMillan has also conducted extensive explorations in Hudson's Bay, Baffin Land, Iceland, and other Arctic regions.

It is obvious from these examples, and from stories which you read in your own daily papers, that the lead paragraph in a news story must be a short summary of your whole story. It will be seen from these examples and others that if all the rest of the stories were deleted except the leads the essential information would remain.

### Chapter 5

#### ADVANCE NOTICE OF MEETINGS

Much of what has been said in regard to the "lead" of a story, and the examples used, apply to the advance notice of a meeting. In this case, as in the case of all releases, every effort should be made to assist the newspaper editors. It is not enough to send them a copy of the notice to Members. That is merely passing on work that should be done by the Public Information Committee.

Reference to the Captain MacMillan story will give one example of an advance story. It will be noted there that the publicist went to the trouble to supply the highlights of the speaker's career. Newspapers use the additional information making the story more interesting to their readers and, by its additional length, attracting more attention to the activities of architects.

In every instance the full name of the speaker should be supplied, in addition to his business, rank and affiliation, in the lead. The second paragraph should tell something of his outstanding achievements, particularly if they are in the field of architecture; and, if he is a prominent club man, philanthropist, civic leader, or is engaged in any worthy activity outside of his profession, that information should be given in a third paragraph.

An advance story is essentially that information which should be contained in a good lead. This in itself should be a brief and complete statement of **what** is going to take place, **who** is going to do it, **how** it is going to be done, **where** it is going to take place, and **when** it is going to take place.



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In instances where the advance story is going to be sent to local newspapers, address the story to the "City Editor's Desk" of each paper. It is not necessary to address them by name.

If the story is to be sent to other cities, particularly in the event that the speaker is from another city, address the release to the newspapers in his city to "Managing Editor."

A situation might arise where a speaker will be, for example, a real estate expert. In a case of that kind mail your story to the "City Editor" as indicated above, but mail a copy also to the "Real Estate Editor," if your local papers have such a department. On the copy sent to the "City Editor" make a notation saying—"Copy sent to Real Estate Editor." That is to save confusion and to prevent the possibility of the same story being printed in two sections of the same paper—a mistake which newspaper editors do not like to make.

It is important that an advance story of a meeting be in the hands of city editors several days before the meeting is to take place. If you have a meeting scheduled for Wednesday, for instance, city editors should have the advance story by Monday at the latest. It would be better if they received it on Saturday since that would give them the opportunity to use it in Monday's editions which usually have more room to spare than any other issues during the week. If a meeting is scheduled for the latter part of the week try to place the advance story in the editors' hands at least three days ahead.

If weekly newspapers are included on your list and their publishing schedule does not coincide with your meeting schedule so that they are in a position to publish the story the same week as the meeting is to be held, try to get the advance story to them in time for publication in the issue published the week before the meeting. An advance story of a meeting received by a newspaper on the day you hope to have it published has little chance of appearing in print unless news is very scarce.

## Chapter 6

### PROMINENT SPEAKER AT MEETING

The importance of supplying biographical material concerning a prominent speaker at a meeting has been covered. "Who's who" has been mentioned as one source for such material. However, many important people are not included in "Who's Who." Usually, of course, the program committee will know a good deal about a man before it invites him to make an address. But to get the details of his career accurately it is often necessary to refer to a detailed biography. A visit or a telephone call to the local public library's reference department or your principal newspaper's chief librarian is often all that is necessary. If that fails, one of the quickest methods of obtaining the information you want is to write to the speaker's secretary, asking for an outline of his career. Should that fail a letter to the editor of the leading publication in the speaker's field may prove successful. The foregoing is based on the assumption that the speaker was asked to supply such information upon his acceptance of your invitation and has failed to do so within a reasonable time.

One of the most difficult problems of the many that face a publicity committee is getting an advance copy of a speaker's paper in time to make use of it from a publicity point of view. Once a speaker has accepted the invitation of the program committee, the chairman of the public information committee should be so informed. The chairman should then write a letter requesting that a copy of the address to be given be in his hands at least a week in advance of the date of the meeting. If the paper has not been received a week before the meeting a telegram repeating the request may produce results within a day or so.

Care should be taken in a letter or a telegram to emphasize that the advance copy of the address is wanted for publicity purposes only. Some sensitive people regard such requests as a step toward censorship. But that feeling is quickly overcome by a statement such as — "We would like to have a copy of your address as early as possible for newspaper publicity purposes."

Writing a news story from a lengthy paper is not an easy task. The first step is to find and mark the "highlights" or most interesting passages from what you consider to be a news point of view. From these, in turn, it is necessary to determine what is going to be your "lead." If the paper covers a subject within the field of architecture this may not be difficult, although it must be borne in mind that the story you are about to write is for consumption by the lay public and not other architects. In other words, the "lead" should be based on that part of the address which would appeal to the interests of the largest part of the general public. That is the city editor's point of view, since newspapers are edited to appeal to masses rather than small groups.

If the paper deals with a subject outside of the field of architecture it is helpful, if time permits, to ask a friend or acquaintance in that particular field to read the paper and give you his impression of the most important passages.

Should no one on the committee know the subject with which the paper deals and if outside assistance is not available, it is better to have complete copies of the paper made and send them to the local papers with a short covering note similar to the following example.

City Editor

Daily Times

Lebanon, N. J.

Dear Sir:

Enclosed you will find a complete copy of a paper to be delivered before the ..... Chapter of The American Institute of Architects by Charles D. Maginnis at the Architects' Club, 21 Third Avenue, on Tuesday evening, October 1, at eight o'clock. Also enclosed is a copy of a release sent to you a few days ago which gives details about Mr. Maginnis' career.

This paper, or such parts of it as you may care to use, is released for publication on Wednesday morning, October 2.

We hope that it contains material of interest to you and your readers.

The release date, as indicated in the sample letter, should be for the morning following the address, if it is given in the evening. Should the address be given at a morning or early afternoon session the paper should be released to the afternoon papers of the same day.

Here again, the paper should be mailed to the city editor in time to be in his hands at least two days ahead of the release date. Hence the importance of getting a copy of the paper from the speaker as early as possible.

## Chapter 7

### SPECIAL MEETINGS

A special meeting of a Chapter, from a publicity point of view, is any meeting that does not follow the routine of the majority of meetings. That would include meetings at which honors are to be presented, officers are to be elected or elections announced, and joint meetings of two or more Chapters, etc.

When honors are being bestowed or new officers elected biographical material should be complete. It is not difficult, as a rule in such cases, to obtain the information you need because the people are well known to you.

Releases for special meetings should state in the lead, "At a special meeting of the Blank Chapter of The American Institute of Architects," since that gives the stories more importance in the eyes of editors.

Photographs of the principals should be made available for newspapers, since stories in this class lend themselves to the use of photos.

On occasions newspapers refer to take their own photographs. They like to get "action" pictures, such as a medal being pinned on the recipient, the scroll passing from hand to hand, the handshake of congratulation. Therefore, newspapers should be invited to send photographers as well as reporters.

The photographers may ask you to "stage" the pictures for them a short time in advance of the meeting. It is wise to accede to such a request if it is made because it often saves confusion during actual presentation ceremonies and results in better pictures. Be guided in these respects by the reporters and photographers.



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Globe Indemnity Company — 1421 National Bank Bldg.	—CH. 4200
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National Casualty Company — 422 Majestic Bldg.	—CA. 5410
National Surety Corporation — 2516 Union Guard. Bldg.	— RA. 3582
New Amsterdam Casualty Company — 2220 Dime Bank Bldg.	—CH. 8040
Royal Indemnity Company — 510 Fisher Bldg., Detroit, Mich. —	TR. 2-3300
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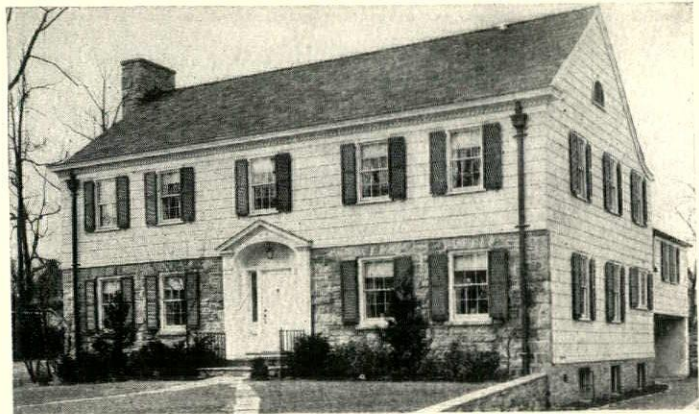
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In the case of combined meetings the publicity committee of each Chapter involved should consult with each other and decide upon a plan of procedure well in advance of the meeting. One of the points to be decided is whether each committee shall take care of the publicity in its own area or whether the Committee of the Chapter that is to be host shall handle the arrangements for getting publicity material to papers in all of the areas involved. This saves a duplication of effort on the part of the committees and prevents confusion in the minds of city and managing editors who might otherwise receive a flood of stories that would, possibly, appear contradictory.

The advance stories in the case of special meetings should be mailed at least a week in advance of the dates set for the meetings. This gives the newspapers, as well as the committees, time to take advantage of any special development that might lend itself to a second advance story, such as, for instance, a radical change in the program through unforeseen circumstances, the inability of a principal to attend because of illness or some other reason beyond his control, announcement of an attractive addition to the program, etc.

Releases and photos in connection with the meeting itself should be in the hands of city editors at least two days ahead of the time you hope to see them in print. If there are any changes in the program after the releases have been mailed the city editors should be notified at once. They will appreciate your effort to help them maintain accuracy in the news they publish.

## Chapter 8

### DEPARTMENTS IN NEWSPAPERS

A newspaper organization is divided into many parts, all of which have a direct relationship to the paper itself but little to each other. This bulletin will try to present a simple statement of the functions of the heads of departments with whom Chapter Committees are likely to have dealings.

#### The Publisher

The publisher is usually the owner of the paper. Some times, however, he merely represents the owner. He is an important individual, and one who should not be expected to deal with ordinary publicity matters.

It is suggested, however, that when outside guests are invited to attend meetings of general or special interest, that the local publisher, or publishers, be included on the preferred list of guests to be invited. This will lead to a better understanding of architects and their accomplishments and possibly help cement cordial relations with other departments.

#### The Editor

The editor is in charge of the policy-making phases of newspaper publishing. Everything that appears in a newspaper, except advertising, is his responsibility. He should not be approached on any but most important matters and never with routine publicity matters. His name should also be placed on invitation lists for special occasions.

#### The Managing Editor

The managing editor is in charge of all news matter that appears in a newspaper. He makes decisions regarding all the most important stories and reports to the editor. In most cases he places the full responsibility for purely local news on the city editor but all news emanating outside of the city in which his paper is published comes directly within his scope of operations.

#### The City Editor

The city editor is in charge of staff reporters and responsible for all local news. He is the man with whom publicity committees will deal in most instances. He assigns reporters to cover meetings, etc., determines how much space, if any, their stories are to be given, and in general, so far as the architects are concerned, should be regarded as the operating head of the newspaper. The city editor is not one person but a series of individuals who assume the responsibility of the city desk in rotation at various relief hours.

#### Special Department Editors

Special department editors range from those in charge

of fashion and beauty departments to advertising and real estate editors. Those that Chapter committees are most likely to deal with are:

1. Real Estate Editor: He covers all large construction projects, civic improvements, etc. Copies of stories of that character should be sent to him. He usually features the Sunday edition.

2. Aviation Editor: Send him stories relating to new airports or improvements on existing airports, new airplane beacon structures, etc.

3. Society Editor: May be man or woman. Send stories relating to any social functions given by the Chapter with a **complete** list of names arranged alphabetically. Put his or her name on the invitation list for such affairs. Send also reports of marriages, births, wedding anniversaries from the 25th on, etc., mentioning the affiliation with the Chapter. Names are most important to the society editor.

4. Obituary Editor (In large cities commonly known as the Librarian with an assistant in charge of what used to be called "The Morgue"): Send reports, as quickly as possible, of any deaths that occur, giving as much biographical material as possible at the moment. This can be done over the telephone.

#### Editorial Writers

The editorial page of a newspaper is prepared by a special group of editorial writers on the staff of the editor. On occasion, where a paper given at a meeting, or a statement made by an important figure in the Chapter, appears to have significance in connection with a matter of public interest, but does not fall strictly into the news category, a copy may be sent to "The Editor" of a newspaper with the statement that "this may prove of interest to you in view of the public interest in the subject it discusses." Do **not** suggest that the paper would make a good editorial, since editorials are essentially an expression of individual opinion and such a suggestion would be resented.

## Chapter 9

### PRESS ASSOCIATIONS AND SYNDICATES

A press association is a dues-paying membership organization of newspapers. By a cost-sharing system spread among 1,000 or more newspapers, the largest press associations are able to cover the world, and supply each member newspaper with a service that it could never afford to finance alone. In turn, the association is entitled to use any news appearing in a member paper that is not credited to another association or syndicate.

A newspaper syndicate is usually a privately owned enterprise which sells its services to newspapers on a competitive basis. Many of the comic strips, syndicated sports columns, beauty departments, and serial stories that appear in newspapers emanate from central syndicate offices.

On the whole there will not be many occasions when local publicity committees will have to deal with either press associations or newspaper syndicates. At times, if a meeting promises to make a very important story a press association reporter may attend it. If that should happen treat him as an important person.

The largest of the press association are:

Associated Press, (AP)

United Press Association, (UP)

International News Service, (INS)

Local representatives of these organizations are located in all large cities.

Smaller press associations, covering one state or more, are also likely to cover local meetings. Reporters from all of them will carry cards of identification.

## Chapter 10

### NEWS VALUE

There is no hard and fast rule that can be set down as to what makes news. What is news to a grave-digger may not be news to a steel-worker; what is news to Toledo may not be news to Columbus; what is important news to architects may not be news to lawyers. By news in the sense it is used here is meant those stories which are likely to interest the largest number of people.



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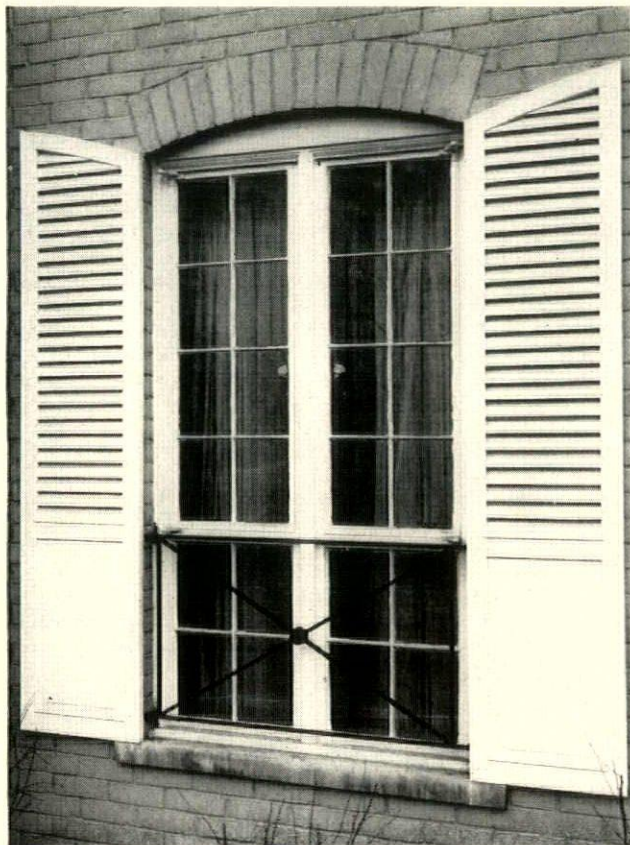
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The newspaper, as a product to be sold, must be built on a broad base from the point of view of interest. It must carry stories and features that appeal to the mass of people rather than to selected groups. If separate groups are large enough in themselves, such as those that are interested in architecture and real estate, or aviation, or household pets, departments are established to cater to those special interests. Few newspapers, however, can cease to regard their readers as so many duplications of the average man and woman on the street, and remain successful.

Therefore, news of architects must be interpreted in its relationship to the average man on the street, who is represented by the circulation figures of newspapers in large and small cities. It is in this way that the news value of architecture may be stressed. The "lead" on a story must carry something that holds interest not for architects but for hundreds of thousands of people who have to be taught what an architect is and what he does. It must be the bait to draw them into the story where, later, the lesson will be delivered.

Thus, if a project is proposed, the lead might be: "More than 3,000,000 people in Wayne and adjoining counties will be served with recreational facilities and adequate ways of reaching them, if plans for a proposed Detroit-Huron-Clinton Park and Parkway Project are approved, it was stated today by William E. Kapp, member of the Parkway Commission, in an address before the Detroit Chapter of The American Institute of Architects. The statement should then be expanded in a continuation of the lead and in the body of the story. In the meantime an interested audience of almost 3,000,000 is practically assured, for Mr. Average Man is interested in easily accessible recreational areas as well as the saving of time in going to and from work. Naturally, in the body of the story, the architect's part should be developed and, to a small degree, another step in public education will have been taken.

It is important, therefore, in the light of the foregoing statement, that architects and public information committees subordinate their opinions of news values to those of newspaper editors.

To attempt to give additional examples of news values, how to create news, or how to stress news of one type in terms of another, would take us away from the basic principle which is: The value of a news story is determined by the number of people it will interest.

To attract favorable public opinion, therefore, stories must be written first to attract the largest reader interest possible, then, having attracted them, it is not difficult to inject the thought that you wish to place there.

Circus barkers still make a lot of noise before they attempt to sell tickets.

## Chapter 11

### REFERENCE SOURCES

Quick access to pertinent reference material is a great asset in publicity work. Biographical material, earlier stories which have been written on a subject which is in the news again, and the names and addresses of newspapers and magazines in other cities, and their personnel, are often asked.

The files and libraries of local newspapers are useful and those in charge of them are glad to be helpful. A request to a newspaper librarian for copies of stories that have been published some time in the past will produce them, as a general rule, within a few minutes. This, however, requires a personal visit to the newspaper office, as clippings may not be removed. If it is necessary to remove copies of stories, arrangements can be made to have them photographed or retyped for a nominal charge, or a stenographer may, with proper introduction, be afforded the opportunity to copy them.

For information about daily newspapers and their personnel the best source is the "Editor and Publisher International Year Book." This can be found, usually, in a newspaper library or may be purchased for \$1.00 from Editor and Publisher, Times Square, New York, N. Y. For similar information about all publications which carry advertising including daily and weekly newspapers, house organs, technical, and general magazines, use N. W. Ayer &

Sons "Directory of Newspapers and Periodicals." If this cannot be obtained in the newspaper library it is quite likely to be found in the local public library, as many librarians consider it standard equipment.

Another standard reference work which will prove useful in obtaining information about the professional connections of many people of importance is the "Directory of Directors." Many newspaper offices carry this volume, as do most libraries.

There are, in addition, volumes, of "Who's Who" in many professions.

If difficulties are encountered in obtaining information of this character a request to libraries, even over the telephone, often will produce the information you seek.

## Chapter 12

### TECHNICAL AND TRADE PUBLICATIONS

In addition to regular feature articles published by technical and trade publications, their editors always welcome news of personalities in their fields.

They like to get short items announcing promotions, changes in personnel, transfers, new methods of doing an old job, elections to office in a professional association, appointment to civic positions, election to political office, and even outstanding accomplishments in sports. It is well to send photos with such items as these. Obituary notices, with photos, are sought also, since most trade editors feel it their duty to inform their readers of the deaths of fellow professionals.

Advance notices and resumes of meetings, short articles of general interest to the profession as a whole, and items announcing the establishment of new enterprises, giving their personnel and purpose, are among the releases that often are published.

Most trade and technical journals are published once a month. This fact should be taken into consideration in preparing and mailing releases to them. For example: if something you wish to publicize is going to occur on June 8, and the magazine in which you hope to obtain publicity is a monthly which will be published on June 1, the release should be mailed so that it will reach the editor not later than May 20, and preferably before May 10.

In the case of weekly business magazines, releases should be mailed at least one week ahead of the publication date.

For a complete list of such publications, arranged alphabetically and under group headings, consult N. W. Ayer & Sons "Directory of Newspapers and Periodicals."

## Chapter 13

### PHOTOGRAPHS

Photographs may be mailed with some assurance of their use in newspapers and other publications with stories about personalities, as indicated in Chapter 7. Newspapers like to get photographs of outstanding speakers at meetings, particularly if they are from out-of-town, newly elected officers, people who have been honored, and with obituary articles.

The most satisfactory size for photos to be used in general publication is five inches wide and seven inches high (5x7). They should be printed on glossy paper, in black and white, and have sharply defined lines. Photos measuring seven by ten inches (7x10) may be used but the smaller size has proved more satisfactory.

Each photo sent out for publicity purposes should carry a typewritten caption pasted on the back along its bottom edge, so that the information contained in the caption shows below the photo itself.

The information in the caption should give the full name of the subject, or subjects reading from left to right and it should tell what has happened to cause the publication of the photo.

If it is necessary to write on the back of a photograph write very lightly with pen or pencil. Heavy impressions will harm the surface and show through in reproductions.

In mailing photographs always include a piece of heavy cardboard in the envelopes. Enclose the photographs so that they face the cardboard from the back of the envelope. Mark the envelope: PHOTOS—PLEASE DO NOT BEND.



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## Chapter 14

### CONCLUSION

This Manual has been presented with the thought that if the information it contains is put into practice architectural publicity releases will take on a style and form that have been found acceptable to many newspaper editors. The chapters of this Manual were planned to meet local requirements and not to cover the subject of publicity as a whole.

Commonly accepted rules of procedure have been emphasized and repeated from time to time because they are important in practice. If they are followed, half the battle is won because the organization, in its myriad activities, produces stories which are entitled to space in newspapers on the ground of their wide public appeal.

In all stories sent to newspapers and magazines no opportunity should be lost for judicious use of the terms "architect" and "architecture" whenever possible.

In Chapter 10 dealing with news values, emphasis was laid on the importance of humanizing architects and their work from the layman's point of view. This can be done by visualizing for him the civic benefits that are derived from architectural projects. That is an important phase of our publicity program and its effect upon public relations.

As often as possible insert in your releases words and phrases that indicate the relationship of architecture to everyday life. When talks evolve around projects interpret them from the point of view of the average citizen. Tell him how he will benefit, or how his children may travel back and forth to school in greater safety because of the improvements, etc. And, if possible, tie in all stories with some phase of architecture.

Just as the medical profession receives the support of public opinion for the good it does for the layman in healing his wounds and easing his pains, so must the profession of architecture acquire similar public support for its many contributions to the betterment of life for the layman. The layman must be taught to recognize the source of these benefits—in his own language—so that his powerful support may be obtained for further progress.

This can be accomplished through publicity.

It is hoped that criticisms of these chapters, and suggestions for improving them in the form of bulletins, will be made freely. By such help they will become more applicable to the particular local needs and to the profession as a whole.

It is suggested that constructive ideas for publicity that occur to the various local public information committees be exchanged among them and with the Institute's Committee, and that copies of important releases be mailed to the chairman. The chairman of the Institute's Committee, will, in turn mail to each chairman any release which he issues to newspapers in a region where there is a local committee on public information.

## A LETTER ON ORGANIZATION

By PETER BRUST

Regional Director, Illinois-Wisconsin District  
American Institute of Architects

*The following letter was written to Mr. B. Leo Steif in reply to his inquiry as to what the Chicago Chapter, A. I. A. could do to best serve the various governmental agencies, national, state and local.*

As I recall, the notices of some of your past meetings mentioned speakers on civic subjects and the notice of your January, 1941 meeting states that you will have Mr. Morton Bodfish, Vice-Chairman and Mr. T. T. McCrosky, executive director of the Chicago Plan Committee as your honored guests at the February meeting. Having speakers on civic subjects are steps in the right direction. In the interest of the profession be sure to publicize your meetings and speakers both before and after the meeting.

You cannot expect the public and governing agencies to know that you are a public spirited organization unless you actually have such an interest and display it before the public. Appoint a publicity committee to blow the horn. This

committee must prod the Chapter and its members to keep it supplied with material for publicity purposes. This committee should also build up an acquaintance with the newspapers by inviting reporters to your meetings so that they may become acquainted with your members, they will in turn call on you to make comments for quotation on matters that you display an interest in. The reporters will be of great aid in your publicity campaign. Remember, however, that the papers will publish only such material that has news value, or is in some other way of interest to the public.

Your public spirit must manifest itself in many other ways, members must talk and write for publication in the name of the Chapter, or the profession, on all subjects for which they are qualified, especially controversial subjects.

A committee of the Chapter should attend hearings of governing bodies on building matters and other subjects in which the profession should be interested.

Have architects write articles for the daily papers containing suggestions for the man contemplating building the small house, both as to matters of construction and appearance. There are many other building topics that will be of interest to the public on which the architects are qualified to write and that the newspapers will be glad to publish.

Organize a speakers' bureau among members of the profession to talk before groups of professional and social organizations on architectural subjects, or for that matter on other subjects. You will find this an exceptionally dignified way to get before the public and also get notice in the papers.

By working along the lines here suggested you will develop latent talents among the membership so that you will become equipped to go before the public on short notice to speak on practically any architectural subject in which the public may be interested.

In state matters all chapters should act jointly, but in national matters the country must act together, which means that the officers of The American Institute of Architects must take action. This they have always done in the past and are ready to do in the future.

In addition to the suggestions that I have made in response to your inquiry, I have consulted Mr. Leigh Hunt, Director of The American Institute of Architects representing the state architects' associations, for further suggestions and as a result offer the following topics for chapter discussion to stimulate attendance at Chapter meetings.

The greatest difficulty chapters have to surmount is the lack of interest of the members in the meetings. This situation can be helped somewhat by organizing a telephone squad, each member of which is to telephone six to ten members reminding them of the meeting and urging them to attend. The more prominent architects should be particularly urged to attend because they will assist in attracting the younger men by their presence.

Every alternate meeting of the Chapter could be in charge of the chairman of a standing committee. It would be necessary for the committee to make research and prepare material for the meeting. If this is done it would stimulate committee activity and would create competition among the various committees and thereby create more interest in the meetings.

Invite public spirited citizens connected with various civic organizations to the Chapter meetings and have them talk on their particular phase of public service and point out to the architects how they can be of service in the various civic organizations.

Have one of your committees make an analysis of the profession of architecture as compared with the engineers and contractors organizations and corporation architectural departments. Have a discussion and see what can be done about recovering the loss of work that the profession has suffered.

Take up with the contractors' organizations any grievances the architects or the contractors may have and invite a committee of contractors to attend a chapter meeting to discuss the subjects with the architects.

Sponsor a series of architectural competitions among the members for small houses of various kinds and publish the drawings in the local papers. Also arrange competitions in other fields. This scheme has been tried out and found to be successful in Baltimore and other cities—The Wisconsin Architect.





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Donald B. Kirby, 313 Marine Avenue, Balboa Island, Calif.  
F. Ray Leimkueller, 2825 Olive Street, St. Louis, Missouri  
William Orr Ludlow, Madison, New Jersey  
Lloyd W. McClenahan, Utah Savings & Trust Bldg., Salt Lake City, Utah

A. N. Rebori, 435 N. Michigan Avenue, Chicago, Illinois  
Geo. H. Spohn, 930 Seybold Building, Miami, Florida

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Robert D. Kohn, F.A.I.A., 58 West Forty-fifth St., New York City.

Richmond H. Shreve, F.A.I.A., 11 East 40th Street, New York City

Ralph T. Walker, F.A.I.A., 101 Park Ave., New York City

## CHAPTER LOCAL REPRESENTATIVES

As of March 1, 1941

\*Indicates Chapters whose presidents have not verified appointments

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*Albany Chapter*—Norman R. Sturgis, 45 Maiden Lane, Albany, N. Y.

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\**Arkansas Chapter*—H. Ray Burks, 702 Wallace Bldg., Little Rock, Ark.

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*Brooklyn Chapter*—Stephen W. Dodge, 198 Broadway, New York City

*Buffalo Chapter*—Rufus Meadows, No. 1 Niagara Square, Buffalo, N. Y.

*Central Illinois Chapter*—Elbert I. Harrison, 1014 Alliance Life Bldg., Peoria, Illinois

*Central New York Chapter*—Conway L. Todd, 31 Gibbs St., Rochester, N. Y.

*Central Pennsylvania Chapter*—Wm. Lynch Murray, 1100 N. 2nd St., Harrisburg, Pa.

\**Central Texas Chapter*—David C. Baer

*Chicago Chapter*—Andrew N. Rebori, 435 N. Michigan Ave., Chicago, Ill.

*Cincinnati Chapter*—George Marshall Martin, 35 E. 7th St., Cincinnati, Ohio

*Cleveland Chapter*—J. Byer Hays, 7829 Euclid Avenue, Cleveland, Ohio

*Colorado Chapter*—T. H. Buell, Buell Bldg., Denver, Col.

*Columbus Chapter*—Ralph C. Kempton, 1415 W. Second Ave., Columbus, Ohio

*Connecticut Chapter*—Ernest Sibley, Litchfield, Conn.

\**Dayton Chapter*—George T. Neuffer, 437 Ludlow Arcade, Dayton, Ohio

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*Detroit Chapter*—Talmage C. Hughes, 120 Madison Ave., Detroit, Mich.

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*Florida Central Chapter*—Elliott B. Hadley, Taylor Arcade, St. Petersburg, Fla.

*Florida North Chapter*—Russell Seymour, 227 West Forsythe St., Jacksonville, Fla.

*Florida South Chapter*—Raymond D. Weakly, Congress Building, Miami, Fla.

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*Kansas City Chapter*—Joseph W. Radotinsky, Commercial Nat'l Bank Bldg., Kansas City, Kansas

*Kentucky Chapter*—Stratton O. Hammon, 2550 Cross Hill Road, Louisville, Ky.

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*Minnesota Chapter*—Roy Norman Thorshov, 555 Midland Bank Bldg., Minneapolis, Minn.

*Mississippi Chapter*—Emmett J. Hull, Old Merchants Bank Bldg., Jackson, Miss.

*Montana Chapter*—Chandler C. Cohagen, Box 2100, Billings, Montana

*Nebraska Chapter*—Horace S. Seymour, 708 World Herald Bldg., Omaha, Neb.

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*New York Chapter*—Albert G. Clay, 101 Park Ave., New York City

*North Carolina Chapter*—Roy Marvin, 710 One eleven Corcoran St., Durham, N. C.

\**North Louisiana Chapter*—William B. Wiener, 1628 Slat-tery Bldg., Shreveport, La.

*North Texas Chapter*—Florian A. Kleinschmidt, Dept. of Arch., Texas Technological College, Lubbock, Texas

*Northern California Chapter*—Frederick H. Reimers, 233 Post St., San Francisco, Calif.

*Northwestern Pennsylvania Chapter*—Edward Sterrett, 821 Commerce Bldg., Erie, Pennsylvania

*Oklahoma Chapter*—Donald McCormick, 1238 S. Boston Avenue, Tulsa, Okla.

*Oregon Chapter*—Mrs. Margaret Goodin Fritsch, Public Service Bldg., Portland, Oregon

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*Pittsburgh Chapter*—Raymond M. Marlier, 715 Empire Building, Pittsburgh, Pa.

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*San Diego Chapter*—William T. Johnson, San Diego Trust & Savings Bldg., San Diego, California

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T. A. Foster, Brooks Bldg., Wilkes-Barre, Penna.

*South Carolina Chapter*—Heyward Singley, 1512 Marion St., Columbia, S. C.

*South Georgia Chapter*—Wm. B. Clarke, 3rd floor, Levy Store Bldg., Savannah, Georgia

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*Toledo Chapter*—Willis A. Vogel, Toledo Edison Bldg., Toledo, Ohio



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Washington State Chapter—William Aitken, 408 Marion St., Seattle, Wash.

West Texas Chapter—Atlee B. Ayres, Smith-Young Tower, San Antonio, Texas

West Virginia Chapter—J. C. Burchinal, Register Bldg., Wheeling, W. Va.

Westchester Chapter—John P. Walther, 103 E. 125th St., New York City

Wisconsin Chapter—Leigh Hunt, 152 W. Wisconsin Ave., Milwaukee, Wisc.

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\*Indicates state associations whose presidents have not verified appointments.

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State Association of California Architects, Northern Section—Norman K. Blanchard, 369 Pine St., San Francisco, Calif.

State Association of California Architects, Southern Section—Walter R. Hagedohm, 553 South Western Ave., Los Angeles, Calif.

Michigan Society of Architects—Talmage C. Hughes, 120 Madison Ave., Detroit, Mich.

State Association of Wisconsin Architects—Leigh Hunt, 152 West Wisconsin Ave., Milwaukee, Wisc.

\*Architects Society of Ohio—

\*Association of Kentucky Architects—

Oklahoma Association of Architects—Jos. R. Koberling, 1400 S. Boston Ave., Tulsa, Okla.

Washington State Society of Architects—James M. Taylor, Jr., 5110 Arcade Bldg., Seattle, Wash.

Maryland Society of Registered Architects—Frederick A. Fletcher, 7 E. Franklin St., Baltimore, Md.

New Hampshire Society of Architects—Eugene Magenau, 18 N. Main St., Concord, N. H.

Kansas Society of Architects—H. E. Wichers, Manhattan, Kansas

Mississippi Association of Architects—Frank Fort, 1305 Deposit Guaranty Bank Bldg., Jackson, Miss.

Florida Association of Architects—George H. Spohn, 930 Seybold Bldg., Miami, Fla.

\*Minnesota Association of Architects—

New Jersey Society of Architects—Romolo Bottelli, 45 Branford Pl., Newark, N. J.

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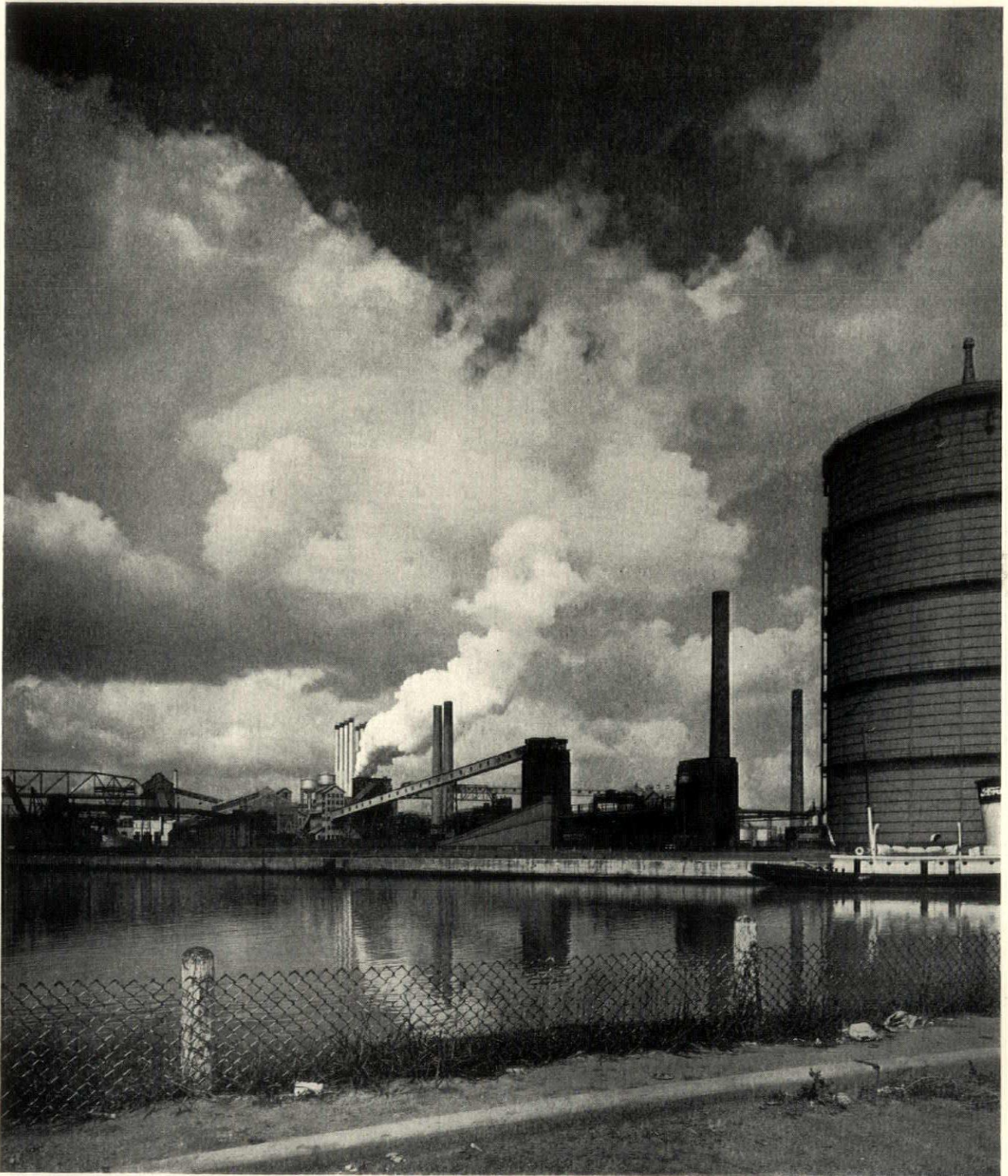
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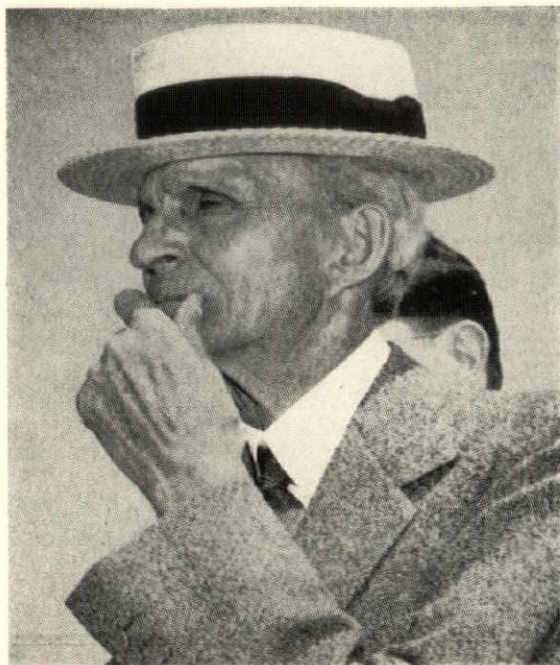
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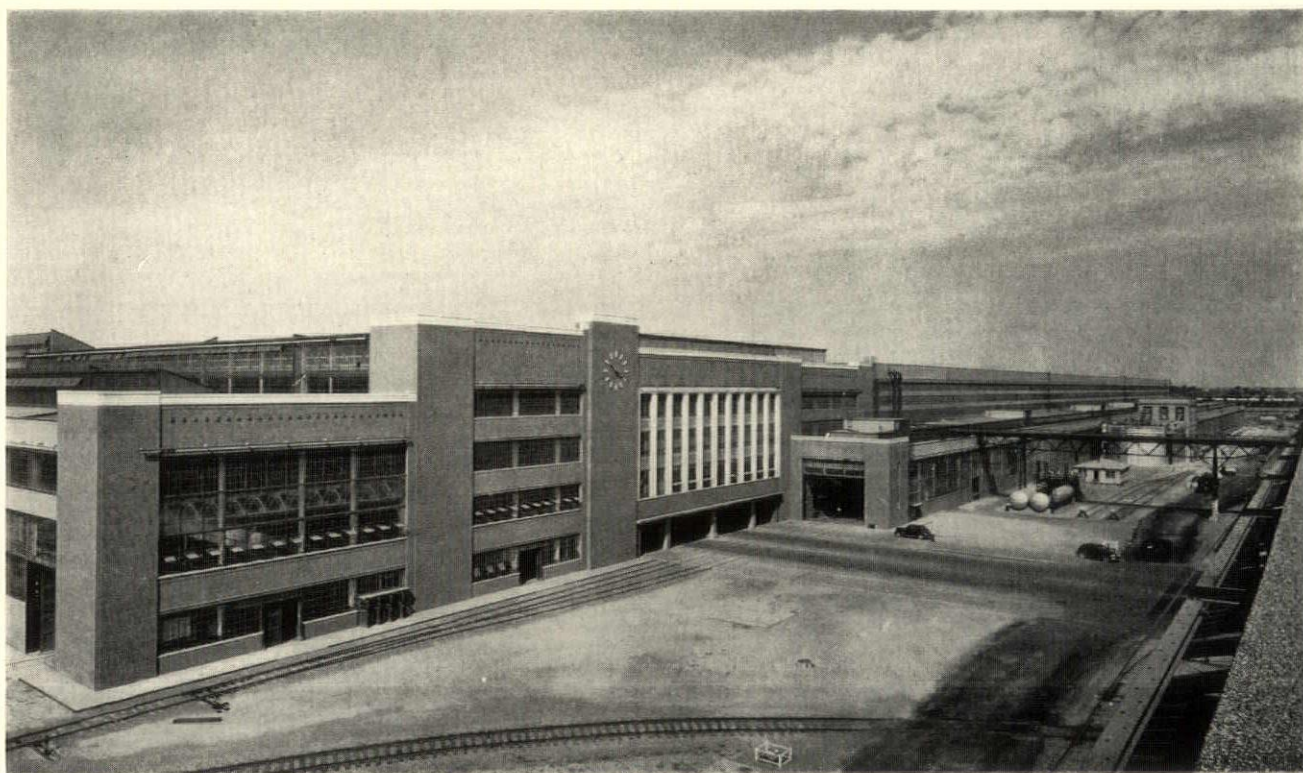
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# BY-LAWS OF THE MICHIGAN SOCIETY OF ARCHITECTS

ADOPTED AT THE 19th ANNUAL CONVENTION, FEBRUARY 23rd, 1933  
AS AMENDED MARCH 24, 1938 AND JANUARY 26, 1939

*NOTE: This draft includes proposed amendments published in the Weekly Bulletin of March 11, 1941, which are to be voted upon at the 27th Convention, March 19-21, 1941.*

## ARTICLE I

### Organization

Section 1. The name of this Michigan non-profit corporation shall be Michigan Society of Architects, hereinafter called the Society.

Section 2. The purposes of this Society shall be to devote itself exclusively to the promotion of the art and science of architecture amongst its members or elsewhere, and to further educate its membership and others in the knowledge of the art and science of architecture, and also to encourage art, and particularly in so far as it may relate to the art and science of architecture.

Section 3. The domain of the Society shall be the state of Michigan, and it shall function in local areas through non-profit membership organizations, known as divisions, the purposes of which shall be identical with those of the Society.

Section 4. A division shall not have any title or interest in any property of the Society or be liable for any debt of the Society, and the Society shall not have any title or interest in the property of any division, and the Society shall not be liable for any debt of any division.

## ARTICLE II

### Membership

Section 1. Membership shall be divided into three classes; namely, active, associate, and honorary.

Section 2. Every architect registered in the state of Michigan who has paid to the Society the annual subscription for the current year shall be an active member for that year; and, for the purpose of affiliation with or membership of the Society in The American Institute of Architects, active members are designated as "voting" members.

Section 3. All architects registered in the State of Michigan, who are not active or honorary members, shall be associate members.

Section 4. Members of all classes shall have the privilege of attending and addressing all meetings, and voting thereat, except that only active members may:

- (a) vote on matters pertaining to the funds of the Society,
- (b) be elected to hold office,
- (c) be appointed to the chairmanship of any standing or special committee.
- (d) become voting or non-voting delegates of the Society to meetings of the American Institute of Architects.
- (e) become participants in national affairs as between the Society and the Institute, or voters on such issues, or on the election of delegates to Institute meetings,
- (f) vote on election of officers and directors of the Society.

Section 5. The board may elect honorary members, such memberships to be for life, requiring no dues. Honorary members who are registered as architects in Michigan shall have all privileges of active members.

## ARTICLE III

### Meetings

Section 1. The board of directors shall call at least one Society meeting a year, which shall be the annual meeting.

Section 2. The annual meeting, for the election of officers, the transaction of business, the hearing of reports of committees and officers and the presentation of subjects of interest to the profession shall be held during the month of March of each year, at a time and place designated at least three months in advance by the board. Official notice of the date and place of the annual meeting, and an outline program of same shall be given to the membership by the Secretary at least thirty (30) days prior to such meeting.

Section 3. Special meetings must be called by the president upon a majority vote of a quorum of the board of directors or upon receipt of a written request signed by

at least 20 active members. In emergencies the president may call special meetings without such vote or request.

Section 4. The number of members or proxies thereof required to constitute a quorum at any meeting of the Society shall be set by a majority vote of the board at a board meeting held prior to such meeting of the Society.

Section 5. The board shall hold monthly meetings for the purpose of transacting the current business of the Society.

Section 6. Special meetings of the board must be called by the president upon a majority vote of the board or may be called by the president, without such vote, when emergency requires.

Notices of all special meetings must be mailed by the Secretary to all officers and members of the Board of Directors at least five days prior to the meeting. Such notices must set forth the purpose of the meeting and no such meeting may abrogate any action taken at a previous regular or special meeting unless the proposed abrogation is specifically mentioned as an item of business in the notice of the special meeting.

Section 7. The board shall hold an annual meeting immediately prior to the opening of the annual meeting of the Society for the purpose of drawing up any special resolutions which the board may wish to present for the approval of the membership, and to make final arrangements for the program of the annual meeting. At this time the board shall appoint tellers on election of officers, and to the chairman of which the Secretary shall turn over all ballots, sealed, received by him, as hereinafter provided.

Section 8. Five members shall constitute a quorum of the board at all meetings held for the transaction of the business of the Society.

Section 9. The parliamentary usage governing the conduct of all meetings shall be as set forth in "Robert's Rule of Order, Revised," when not inconsistent with these by-laws.

## ARTICLE IV

### Subscriptions, Assessments, Dues and Fees

Section 1. There shall be no entrance fee on joining the Society.

Section 2. The board shall set the amount of the annual subscription to be paid to the Society by all architects registered in the state of Michigan.

Section 3. The Society may receive gifts from associate members to be applied to the general fund or to any special fund or funds as the donor may designate, but should any such gift be equal or more in amount than the amount of the annual subscription for the current year, then the donor shall be immediately enrolled as an active member, and the amount of the annual subscription credited to his account and entered in the general fund, unless specifically required otherwise in writing by the donor and the remaining balance, if any, applied to the general fund or whatever fund the donor may have designated.

Section 4. Except for the annual subscription, the board may not levy any special assessments upon any class or membership.

Section 5. All moneys of whatever nature, except funds payable to the fund set up for the operation and business of publications of the Society, shall be received by, handled by and accounted for by the treasurer of the Society; and all funds pertaining to the operation and business of said publications shall be received by, handled by and accounted for by the executive secretary of the Society, both as hereinafter provided.

## ARTICLE V

### Officers and Directors

Section 1. All officers and directors of the Society shall be elected by secret ballot as hereinafter provided. The officers shall consist of a president, first, second and third vice-presidents, a secretary, executive secretary and a treasurer, who shall be ex-officio directors of the Society, and, together with the directors, shall constitute the board of directors. The executive secretary, if not a member of the Society, shall not be a director.

Section 2. Each sanctioned divisions shall elect from its



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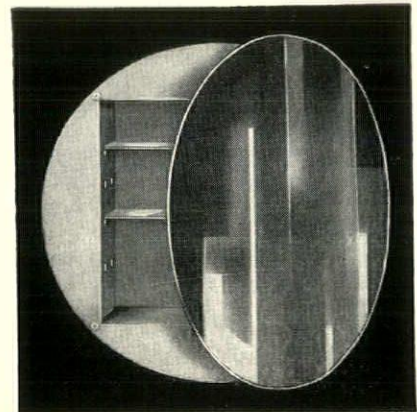
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membership a director to the board of the Society as provided in Division Uniform By-laws. The retiring president shall automatically become a director, to serve until succeeded by the following president. In addition three directors at large shall be elected together with the officers at each annual meeting of the Society, as hereinafter provided. All officers and directors shall hold office until their successors shall have been elected and shall have qualified.

Section 3. The executive secretary shall be elected as provided for the election of other officers of the Society, but need not be an architect.

Section 4. In the event that any of the officers or directors elected shall have failed to qualify, the officers or directors, as the case may be, previously elected to the office in question, shall continue in that office, unless he has ceased to be an active member.

Section 5. Should any vacancy occur in the office of the president or any of the vice-presidents, the officer next in rank shall advance to the next higher rank to fill the vacancy or vacancies thus created and the board shall elect a third vice-president from among the active members of the Society.

Section 6. Should a vacancy occur in the office of any of the other officers or directors, the board shall elect an active member to fill such office.

Section 7. Should any officer or director cease to be a member his office shall thereby become vacant and shall be filled as hereinabove provided.

Section 8. The Society shall have the power to declare vacant the offices of any or all of the officers and directors by a vote of three-fourths of the number of active members present at a special meeting of the Society called for the purpose of considering such action, voting thereon and filling any vacancy so created. At such a meeting the procedure hereinabove outlined for the filling of vacancies shall be superseded by an emergency election by secret ballot, requiring the vote of three-quarters of the number of members present to elect any candidate to fill any vacancy.

Section 9. Should any officer totally neglect the duties of his office to such an extent that, in the opinion of a majority of the board his neglect is detrimental to the business of the Society, or should any officer or director conduct himself in a manner inimicable to the purpose and policies of the Society, or should any officer or director show, by extended continued absence from meetings of the Society and of the board without reasonable excuse or reason, or without having been granted leave after having made written request for same to the board, the board may, at its own discretion, declare such officer's or director's office vacant, upon which the said officer or director shall be notified of such action, and the vacancy filled at the next meeting of the board as provided in Section 6 above.

## ARTICLE VI

### *Duties of Officers*

Section 1. It shall be the duty of the president to preside at the meetings of the Society and of the board, to appoint all committees and to perform such other duties as may be assigned to him by the board. He shall, together with the secretary, sign all contracts and legal documents for and in the name of the Society, but only when so authorized by the board. He shall be a member ex-officio of all committees. He shall be the spokesman for the Society in matters of public import unless he shall have delegated such duty to another officer or director of the Society. He shall foster the progress and welfare of the various divisions and endeavor to attend a meeting of each at least once during each term of his office. His traveling and living expenses for such visits shall, as approved by the board, shall be paid by the Society.

Section 2. Vice-President — In the absence of the president, the first vice-president, or, in the absence of both, the second vice-president, or, in the absence of the President and both the first and second vice-presidents, the third vice-president shall exercise all of the duties and powers of the president; and in the absence of the president and all vice-presidents, the board shall elect from among its remaining members a presiding officer pro-tempore.

Section 3. The secretary shall take charge and be responsible for all of the clerical work pertaining to the business of the Society except that pertaining to publications. He shall

(a) together with the president, and when so authorized

by the board, sign all contracts and legal documents for and in the name of the Society;

- (b) keep a record of all meetings of the Society and of the Board;
- (c) make and maintain a complete record of all members;
- (d) issue notices of all authorized meetings of the Society to all members;
- (e) issue notices of all authorized meetings of the board to all officers and directors;
- (f) have direct supervision over the work of the executive secretary;
- (g) present a written report of the affairs of his office, together with that of the office of the executive secretary, at each regular meeting of the board;
- (h) issue to each member at least ten (10) days prior to the annual meeting, notice of the time and place of the same, together with pertinent information concerning the same, including the text of any suggested amendments to the by-laws.
- (i) cause to be exhibited any and all data, records, correspondence, documents, membership roll and any other information in his care or possession, whenever so required by the president or the board.

His salary or compensation shall be fixed by the board and he shall be reimbursed for the expenses incidental to the work of his office in an amount approved by the board.

Section 4. Executive Secretary — It shall be the duty of the executive secretary to do all of the clerical work in connection with the preparation, purchase and sale of printed matter and publications, and such other work as the Society or board may require. He shall be ex-officio a member of the entertainment committee and as such shall work under the direction and on the advice of the board, to whom he shall report regularly. His salary or compensation shall be fixed by the board and he shall be reimbursed for the expenses incurred incidental to the work of his office in an amount approved by the board. He shall receive and care for funds pertaining to the operation and business of publications, but shall disburse same only with the authority and approval of the board.

Section 5. Treasurer — It shall be the duty of the treasurer to make and forward all invoices, receive all moneys (except for publications) and to deposit the same in the name of the Society, in a bank approved by the board. He shall:

- (a) keep regular and systematic books of account;
- (b) exhibit these books and any and all papers and vouchers when so required by the president or the board;
- (c) submit a written statement of receipts and disbursements to the board at each regular meeting and to the Society at its annual meeting;
- (d) pay such bills as are presented to him upon the authority of the board only;
- (e) sign all checks for the Society, but in his absence or incapacity they shall be signed by the president or the secretary.

His salary or compensation shall be fixed by the board and he shall be reimbursed for the expenses incidental to the work of his office in an amount approved by the board.

## ARTICLE VII

### *Duties of Directors*

Section 1. It shall be the duty of each of the directors to carry out the object and purposes of the Society, and to that end the board of directors shall exercise all of the powers of the Society, subject to its by-laws and to such action as the Society may take at its regular or special meetings.

Section 2. The board shall have general charge of the affairs, funds and property of the Society and shall cause a yearly audit of its books, reporting such audit to the Society at the annual meeting.

Section 3. The board shall have the power to employ attorneys, publicists and investigators to render them assistance in their work or in that of the State Board of Examiners of Architects, Engineers and Surveyors.

Section 4. It shall be the duty of the board to consider cases of dishonest practice, fraud or misrepresentation in the obtaining of the State Certificate of Registration, malfeasance or gross incompetency on the part of any architect registered in the state of Michigan, or cases of violation of the State law



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providing for the registration of architects, and to report its findings, with recommendations, to the aforesaid State Board of Examiners.

Section 5. The board shall have the power to fill any vacancy occurring in its membership as hereinabove provided.

Section 6. The board shall govern the expenditure of all funds of whatever nature. No officer, director, committee or committee member may incur any financial obligation for the Society without first having obtained the approval of the board, and its authority to act for the Society.

Section 7. All discussions of the board and the individual actions of its members relative to any business of the board shall be held strictly confidential.

## ARTICLE VIII

### Elections

Section 1. Officers and directors shall be elected by secret ballot as hereinafter provided.

Section 2. The officers and directors shall be elected at each annual meeting, as hereinafter provided, and shall hold office until their successors have been elected and shall have qualified.

Section 3. The election shall be determined by a plurality of the votes cast for each of the respective candidates.

Section 4. Nominations — At a board meeting preceding the annual meeting of the members present shall elect a nominating committee of three active members, and the president shall appoint a separate nominating committee of three active members. Acting independently of each other, these two committees shall prepare separate lists of nominees for each of the offices of the elective officers and three directors. The members' committee shall recognize and place in nomination any candidate who is an active member, for any office, upon a petition signed by five members, provided such petition is delivered to the chairman of the members' committee at least fifteen (15) days prior to the date of the annual meeting. Both nominating committees shall report to the secretary at least ten days prior to the date of the annual meeting.

Section 5. The secretary shall mail to each active member, at least seven days prior to the date of the annual meeting, a printed ballot containing the nominations for the various offices, arranged in alphabetical order and as they are mentioned in Article IV, Section 1 of these by-laws. He shall enclose with each ballot a plain envelope for sealing same and a printed reply envelope addressed to the secretary and marked on the outside: "Secret ballot of" and bearing the member's name. Members shall vote by marking the ballot, sealing the same in plain envelope, inserting the latter in addressed return envelope and sending the same to the secretary so that he will receive the same before 9 o'clock A. M. on the annual meeting held just prior to the annual meeting of the day preceding the annual meeting.

Section 6. Tellers shall be appointed by the board at its Society. The secretary shall turn over to them all of the letter ballots received by him, with seals unbroken, together with a complete roll of the members. The tellers shall check the names on the ballot envelopes against the roll, throwing out the ballots of any voters not on the list, after which the seal shall be broken and the votes counted. The tellers shall report the result in writing to the officer presiding at the business session of the annual meeting.

## ARTICLE IX

### Committees

Section 1. The president shall appoint all committees authorized by the Society or the board.

Section 2. Special committees may be authorized by the Society or the board at any regular or special meeting.

Section 3. All committees shall act under the direction of the board and shall incur no obligations for the Society without having first obtained the approval of the board as to the maximum limit of the same.

## ARTICLE X

### Amendments

Section 1. Amendments to these by-laws may be proposed at any meeting of the Society or of the board by motion of any active member, duly supported by a second active member. If approved by a majority of the active members present, the secretary shall then publish the full text of the proposed

amendments at least ten (10) days prior to the meeting at which the same are to be voted upon.

Section 2. Amendments so proposed shall require for their ratification the vote of two thirds of the members present at the regular or special meeting of the Society immediately following publication.

Section 3. Amendments shall go into effect immediately upon their ratification.

## ARTICLE XI

### Publications

Section 1. The board may, at its discretion, adopt means to create, finance, publish and distribute circulars of information, legal forms for the use of the profession, periodicals and a book containing data of information value to architects.

Section 2. For the financing of a periodical, the board shall direct that a portion of the amount of the annual subscription paid to the Society by active members be set aside for such purpose.

Section 3. The name of the book containing data of information value to architects shall be "Official Handbook of the Michigan Architects."

Section 4. Publications shall be under the direction of the executive secretary, and a committee or committees appointed by the president for that purpose.

Section 5. The board may contract for the Society with an individual or firm, not necessarily an architect, to discharge the business matters pertaining to such publications, at whatever arrangement for compensation it may determine as reasonable, just and expedient.

Section 6. The board, through its appointed committees, shall have the power and it shall be its duty to control the text matter, advertising matter and all matters of finance in connection with the Handbook and any other publication authorized by these by-laws.

Section 7. Separate accounts shall be kept for each individual publication. The board shall have access to the same at its pleasure. An annual audit of the books of each publication may be required by the board, the cost of the same being charged against the account of the individual publication.

Section 8. The board may contract for the Society with an individual or firm, not necessarily an architect, for the sale or publication rights of building information held by its members and may, through its appointed committee or committees, arrange for the manner of publication and distribution of the same.

Section 9. The member, firm, individual, or committee in charge of any of the aforesaid circulars, forms, periodicals and the Handbook, shall submit to the board a complete statement of financial conditions at the board's request, and must submit such a report, properly audited, at the annual meeting.

Section 10. For the purpose of making complete financial report at the annual meeting, the fiscal year of the business of any of the aforesaid publications shall correspond to the fiscal year of the Society, beginning and closing on the first day of March of each year.

## ARTICLE XII

### Divisions

Section 1. The board may sanction and authorize the formation of local organizations composed of members of this Society whose close geographical affiliation produces a natural bond among them.

Section 3. Each division shall adopt and be governed by uniform division by-laws as set forth in Article 12.

Section 4. The allocation of territory to each division shall be as follows:

*Detroit Division*—Counties of Wayne, Oakland, Macomb and Monroe.

*Ann Arbor Division*—Counties of Washtenaw, Livingston and Lenawee.

*Central Michigan Division*—Counties of Jackson, Ingham, Hillsdale, Clinton, Shiawassee and Eaton.

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**Western Michigan Division**—That portion of the lower peninsula of Michigan having Lake Michigan as its western and northern boundaries and the following counties as its southern and eastern limits: Ottawa, Kent, Ionia, Montcalm, Mecosta, Osceola, Missaukee, Kalkaska, Antrim, Charlevoix and Emmett.

**Saginaw Valley Division**—That portion of the lower peninsula of Michigan having Lake Huron as its eastern and northern boundaries and the following counties as its southern and western limits: St. Clair, Lapeer, Genesee, Saginaw, Gratiot, Isabella, Clare, Roscommon, Crawford, Otsego and Cheboygan.

**Upper Peninsula Division**—All of the upper peninsula of Michigan.

### ARTICLE XIII

#### Division Uniform By-Laws

By-laws of divisions shall be as follows:

1. THE NAME of the organization shall be ..... DIVISION, MICHIGAN SOCIETY OF ARCHITECTS.
2. THE PURPOSE shall be to further the interest of and membership in the Michigan Society of Architects and to provide a means for the architects residing, practising or employed in the ..... area to avail themselves of the benefits offered by the Society under its by-laws, and to further the profession's usefulness to the public.
3. MEMBERSHIP shall be composed of active members of the Michigan Society of Architects residing, practicing or employed in the area who have paid to the Division the annual dues for the current year.
4. (a) ANNUAL DUES SHALL be ..... payable annually in advance. Any member failing to pay dues within sixty days after a bill is rendered is automatically dropped from membership until such dues are paid.  
(b) ADMISSION FEES or initiation fees will not be required of new members.  
(c) ASSESSMENTS, if approved by the Board, may be levied at any regular meeting by a two-thirds vote of those present.
5. OFFICERS shall be ..... (as determined by the division) ..... and a director who shall also serve on the Board of the Michigan Society of Architects. These shall constitute the Board of Directors and shall hold office for one year. Vacancies to be filled at the discretion of the President for the remainder of the year.
6. ELECTION OF OFFICERS shall be by secret ballot at the Annual Meeting. One Nominating Committee shall be named by the President to prepare the slate for officers. The Nominating Committee shall propose as many names for each office as it so desires. Other nominations may be made from the floor at the Annual Meeting. There shall be no voting by proxies.
7. (a) MEETINGS of the Board shall be held monthly. Meetings of the Division shall be held the ..... of each month, unless otherwise called by the President.  
(b) ANNUAL MEETING shall be held approximately one month prior to the annual meeting of the Society. At such meeting the reports of all officers and committees shall be presented, and the election of officers shall take place as provided herein.
8. A QUORUM of the board shall be ..... At a meeting of the Division, one-fifth of the membership shall constitute a quorum for the transaction of business.
9. CONDUCT OF MEETINGS shall be as set forth in "Robert's Rules of Order, Revised," when not inconsistent with these By-Laws.
10. (a) ALL MONEYS received by the Division from dues or other sources shall be deposited to the account of the Division as maintained by the treasurer.  
(b) OBLIGATIONS or indebtedness incurred by the Divisions, its officers or committees up to an amount equal to the collections for the annual period, must be

approved by the Board. An amount in excess of the annual collections must be approved by a two-thirds vote of the members present at any regular meeting.  
(c) GIFTS, BEQUEST or Devises shall not be solicited, received, taken, or accepted by any person, committee, representative or agent of this Division other than the board, unless specifically authorized and empowered to do so by the board.

11. (a) COMMITTEES of the Division shall be STANDING COMMITTEES, established in these by-laws, and SPECIAL COMMITTEES, established by either the board or the Division.  
(b) SPECIAL COMMITTEES shall expire at the completion of their assigned duties. The president shall appoint such committees as are authorized.  
(c) STANDING COMMITTEES shall have membership and duties as hereinafter prescribed. The term of office shall expire at the adjournment of the annual meeting of the Division, but any thereof may be re-created. The president, with approval of the board, shall appoint membership of all standing committees.
  1. Committee on Membership shall consist of three shall be to secure members.
  2. Committee on Architectural Practice shall consist of three members and its duties shall be to consider matters of practice within the profession.
  3. Committee on Program shall consist of three members and its duties shall be to plan and arrange for all functions of the Division.
  4. Committee on Relations with the Construction Industry shall consist of three members, and its duties shall be to foster a cooperative relationship with contractors, producers, and dealers in building materials and equipment.
  5. Committee on Public Relations shall consist of three members, and its duties shall be to publicize activities of the Division and to prepare matter for the press, and to further develop methods of promulgating such publicity.
  6. Committee on Education shall consist of three members, and its duties shall be to promote higher aesthetic, scientific and practical qualifications of those engaged, or about to engage, in the profession.
  7. Committee on Allied Arts shall consist of three members, and its duties shall be to foster and promote a closer relationship between architects and the arts of design allied with architecture.
  8. Committee on Registration and Legislation shall consist of three members, and its duties shall be to cooperate with the State Board of Architectural Examiners toward maintaining a high standard, and to forward state-wide and local legislation that will promote the welfare of the profession and of the public.
12. AMENDMENTS TO BY-LAWS may be made at any meeting of the Division by a two-thirds vote of those present, provided the proposed amendments shall have been stated by written notice to the members at least one week prior to the meeting.

It is proper that these have been published in the Bulletin of March 26, 1940, and it is proper at this time that the Board pass upon these amendments with the object in view of having them quoted upon at the Annual Meeting.

It is also wise at this time to note that another amendment that has been proposed by the Board and should be published along with these other amendments, is the change in the papers "Purpose of the Society."

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# ARCHITECTS REGISTERED IN MICHIGAN

CORRECTED TO MARCH 4, 1941

This list contains 707 names.

419 are active members of the Michigan Society of Architects. Membership this date 1938, 262; 1939, 514; 1940, 420.

The following list of architects registered in Michigan is published through the courtesy of the Michigan State Board of Registration for Architects, Professional Engineers and Land Surveyors. The Board consists of the following: Henry T. McGaughan of Pontiac, chairman; Laurence G. Lenhardt of Detroit, vice chairman; Professor Chester L. Allen, Michigan State College; Dean Wells I. Bennett, University of Michigan; Louis C. Kingscott, Kalamazoo; Andrew R. Morison, Detroit; Professor Wilfred C. Polkinghorne, Houghton; Charles T. Olmsted (not a member of the board) is secretary. Bennett, Kingscott and Morison are architects, the others are engineers—Address of the Board is 307 Transportation Bldg., Detroit; Telephone RAndolph 8173.

Except in cases of larger cities, the addresses are those in Michigan, unless otherwise shown.

\*Indicates that present address is unknown last known address is given.

The Bulletin would appreciate information as to correct addresses.

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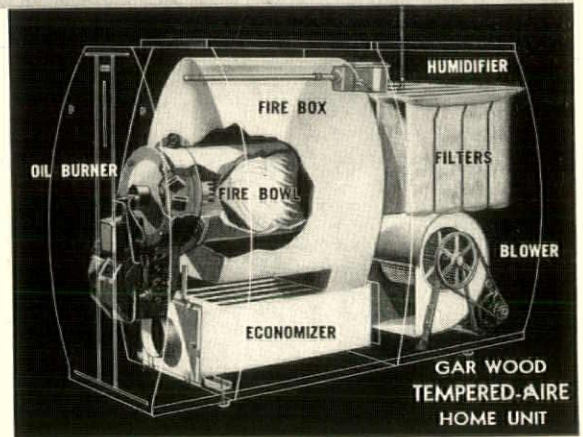
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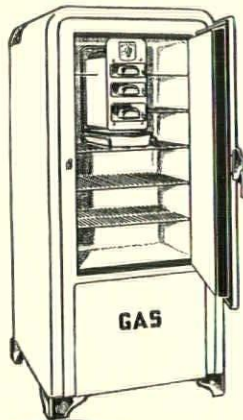


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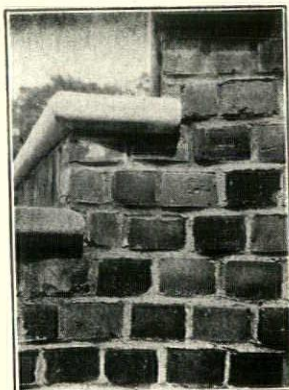
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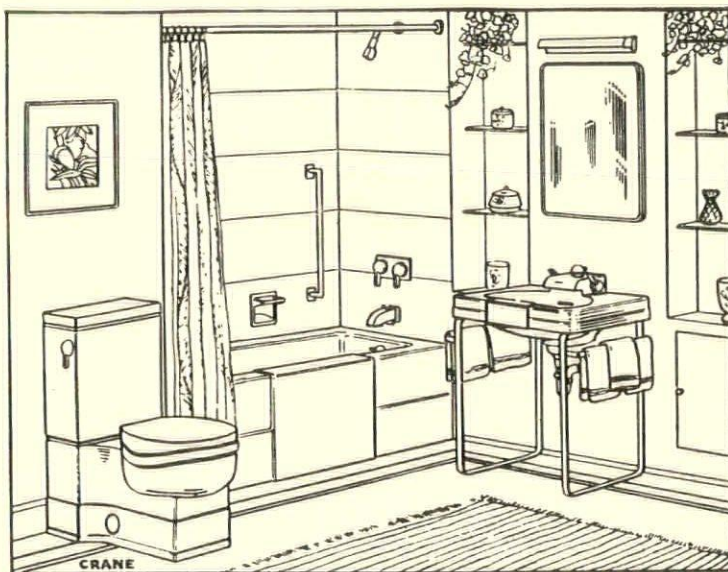
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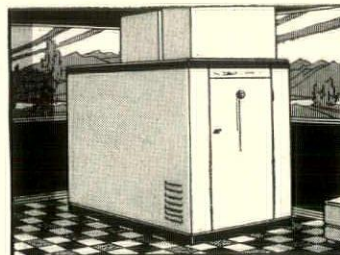
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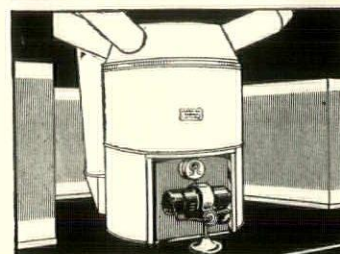
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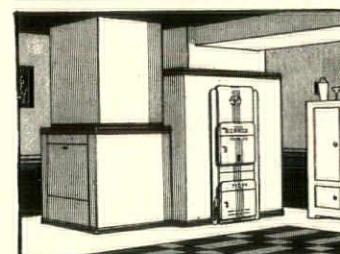
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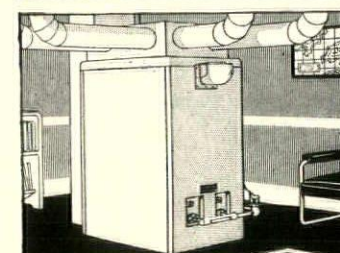
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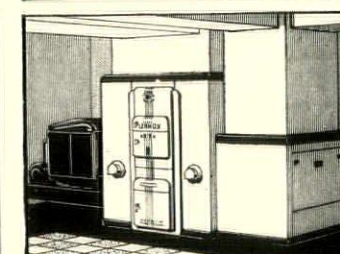
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Muskegon
- VANDEN BOGERT, JOHN**.....756 Mich. Trust Bldg.,  
Grand Rapids
- VAN REYENDAM, DIRK**.....9640 Bessemore Ave., Detroit
- Van Volkenburg, Forest D.....723 Elm Place, Kalamazoo
- Varney, F. Orla.....958 Putnam, Detroit
- Vedra, Charles.....6135 W. Cermak Rd., Chicago
- VENMAN, VERNON L.**.....4229 Glendale, Detroit
- VICARY, HARRY C.**.....22645 Nona, Dearborn, Mich.
- Vogel, Charles J.....936 Seward, Detroit
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- Wallsworth, Allan.....P. O. Box 94, Waukesha, Wisc.
- Walper, C. Ora.....43 Gladwin, Clawson, Mich.
- Walters, George N.....5839 Woodward Ave., Detroit
- Ward, Ray F.....132 N. Genessee, Pontiac, Mich.
- WARING, ROGER L.**.....626 E. Madison, Springfield, Mo.
- WATSON, V. S.**.....R.F.D. 2, Berrien Springs, Mich.
- WATT, JAMES M.**.....Whittier Hotel, Detroit
- Weaver, Alfred E.....16182 Stout, Detroit
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- Welch, Kenneth C.....1340 Monroe, N. W., Grand Rapids
- WELLS, DALTON R.**.....69 Seward, N. E., Detroit
- Wendt, W. J.....2844 Holyoke Dr., Toledo, Ohio
- West, Robert J.....512 United Artists Bldg., Detroit
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Dear Mr. Hughes:

Again, Mr. Hughes, my congratulations on your efforts in connection with the publication of the January issue of the "Federal Architect."

Before reading the text, and while looking at the pictures, I remarked, "This looks like the work of Talmage Hughes." Then upon reading the text, I discovered the paragraph crediting you with the guest editorship.

The whole magazine shows the touch of a master hand, and is far superior to anything previously published. The bylines accrediting the work to the individual architect is a recognition not heretofore acknowledged in governmental publications.

I personally marvel at the energy you exert in such diver-

sified public information, and I feel quite inadequate in my puny efforts as a member of your committee.

Sincerely yours,,

Lloyd W. McClenahan  
Salt Lake City, Utah.

### DUE CREDIT

The illustrations in this issue are from the Detroit Number of the *Federal Architect*, dated January, 1941, and are reproduced through the courtesy of that publication and its editor, Mr. Edwin B. Morris of 1700 Eye Street, Washington, D. C. Besides photographs furnished through architects' offices and the Ford Motor Company, others were supplied by Elmer Astelford, Lyndon Studios, John S. Coburn, and the Detroit News.

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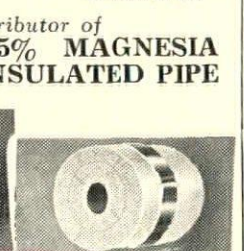
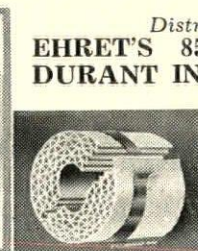
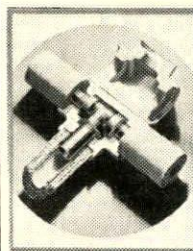
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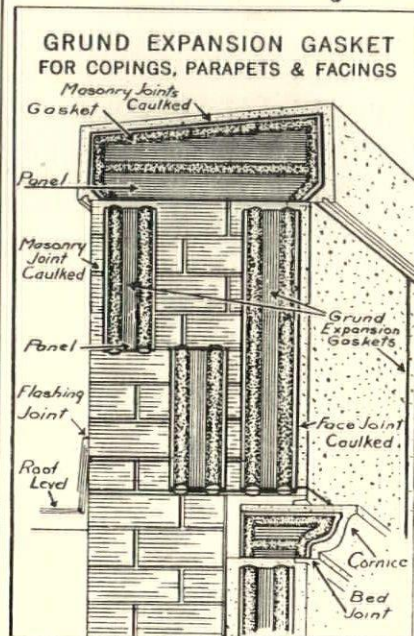
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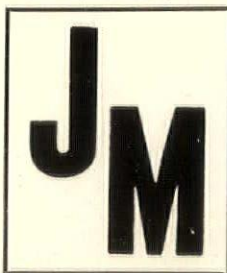
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# REVISED SCHEDULE OF UNIT COSTS BASED ON CUBICAL CONTENTS OF BUILDINGS

Produced and distributed by **DETROIT REAL ESTATE BOARD**, 1032 Buhl Building, Detroit, Michigan  
(Copyright, 1941, by Detroit Real Estate Board)

Annually since 1915, the Detroit Real Estate Board has produced and distributed a schedule of unit costs employing cubical contents of buildings as the basis for determination of costs. The schedule, revised as of January 1st, 1941, is presented herewith.

The schedule of costs was produced primarily as a service to members of the Detroit Real Estate Board, as a guide in estimating construction or reproduction costs and as a possible guide to appraisers. Within recent years, scores of requests for copies have come from all parts of the United States and numerous trade publications have asked permission to publish the schedule. It has been and continues to be the policy of the Detroit Real Estate Board to authorize reproduction of the schedule by recognized trade publications and by banks, trust companies, insurance companies, building and loan associations, mortgage companies, appraisal organizations, etc., for the personal use of members of those organizations but no permission is given for reproduction of the schedule for sale. Additional copies may be purchased from the Detroit Real Estate Board at 15 cents each.

The willing and painstaking cooperation of the Department of Buildings and Safety Engineering in the preparation of this schedule is appreciatively acknowledged. In using this schedule, the rules established by Commissioner Joseph P. Wolff and his department heads, should be observed. These rules follow:

"The cubical volume of a building for the purposes of determining the fees shall be measured as follows:

"From the outside of the walls and from the basement floor to the mean point of a pitched roof or to the highest point of a flat roof. The volume shall include all dormers, enclosed porches, pent houses, and other enclosed portions of a building, but shall exclude open porches.

"In the case of buildings without basements, the measurements shall be taken from the ground line, and in the case of large buildings having deep foundations, the height shall be measured from a point below the basement floor by an amount equal to 1-5 of the depth of the foundation.

"In the case of open shelter sheds and other open sheds, the volume shall be determined by measuring from the projection of the edge of the roof and from the ground line to the mean height of the roof."

The cost figures presented are presumed to represent the minimum cost at which a fairly good building of economic design, may be constructed under most favorable circumstances within the Detroit district. The costs contain architects' fees and contractors' profits and include all general items of construction and equipment, including plumbing and heating systems, elevators, etc. The schedule does not include costs of special equipment, such as incinerators, refrigeration compressed air piping, etc., and does not include the cost of financing.

As bids of individual contractors may vary from 20% to 50%, so may there be a marked variance in the costs of similar area. The quality of construction must be taken into account. The schedule presented is based upon the cost of average construction. The costs might be lessened by inferior construction or substantially increased by superior construction. In all instances the schedule should be used to reinforce rather than to supplant the experience, information and judgment of the user.

Since 1915, the schedule has been prepared under like circumstances and based upon like factors. It may be assumed,

therefore, to present a rather accurate picture of the movement of building costs in the Detroit area during the past 26 years.

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# COST PER CUBIC FOOT IN CENTS

Classification of Buildings	Aug. 1915	Jan. 1921	Aug. 1921	Apr. 1922	Dec. 1922	Jan. 1924	Feb. 1925	Feb. 1926	Feb. 1927	Jan. 1928	Jan. 1929	Jan. 1930	Jan. 1931	Jan. 1932	Jan. 1933	Jan. 1934	Jan. 1935	Jan. 1936	Jan. 1937	Jan. 1938	Jan. 1939	Jan. 1940	Jan. 1941
Factories and Warehouses:																							
Barn (Under 300,000 cu. ft.)	14	23	18	17	21	24	23	22	23	22	22	22	16½	15	14	16	16½	19	21½	25	24	25	28
Barn (Over 300,000 cu. ft.)	12½	21	17	16	19½	23	22½	21½	22	21	21	21	16	14½	12½	14	15	17	20	21	20	23	
Barn (Hill Construction)	10	22½	15½	12	14	16½	16	16	16½	15½	15½	15½	11½	11	10	11½	12	14	16	17	16½	16	
Barn (Ordinary)	9	21	15	12	13½	15	14½	14	14½	14	14	14	10	9½	8½	9½	10	11½	13	14	13½	13½	
Barn (Frame)	7½	17	12	10	11½	13	11	10½	10½	10	10	10	7½	7	6	8	8½	10	11	10	9	12	
Barn (Reproof)	23	39	31	30	36	41½	40	39	39½	38	38	38½	30	29½	26	30	31	35½	39	42	40	42	
Barn (Ordinary)	16½	26½	21	19	24½	28	26½	26	26½	25½	25½	25	20	19	16½	20	21	24	26½	22	22	26	
Barn (Above Ordinary)	22	34	27	23	30½	31	29	28	28½	27½	27½	27	22	21	18½	21	22	25	28	25½	25	24½	
Barn (Ordinary without Basements)	18	28	22	20	24½	28	26½	26	26½	25½	25½	25	20	19	16½	20	21	24	26½	22	22	26	
Barn (Ordinary with Basements)	15½	24½	19	18	22	26½	24½	24	24½	23½	23½	23	18½	17½	15½	18½	19	21	23	20	20	24	
Barn (Ordinary without Basements)	30½	54½	44	35	51	54½	52	51	51½	49½	49½	50	39	37½	32½	37½	39	44½	50	55	53½	54	
Barn (Ordinary with Basements)	22	34	27	25	30½	35	33½	32	33½	32	32	32	25	24	21½	25	26½	30	33½	36	33	32	
Barn (Reproof)	33½	58½	45	37	52	59½	57	56	57½	55½	55½	56	42½	42	37½	43	45	52	58	60	57	59	
Barn (Ordinary)	29½	46½	37	26	43	43	42	41	42½	41½	41½	41	25½	24	21½	25	26½	30	34	34	31½	32	
Barn (Reproof)	22	40½	32	30	37	45½	43½	42	43½	40	40	40	32	30	27	31½	33	38	42½	45½	43	45	
Barn (Ordinary)	32	54	32	33	37	45½	43½	42	43½	45	45	45	32	32	27½	32	33½	38½	43	60	60	60	
Barn (Reproof)	12	25	17	15	19½	20	14	13½	13½	13	13	13	11	11	10	11½	12	14	16	17	16½	14	
Barn (Under 20,000 cu. ft.)	8	18	12	10	14	14½	12	11	11	10½	10½	10½	10	10	9	10	10½	12	13	14	13	12	
Barn (Over 20,000 cu. ft.)	6½	14	10	8	11½	11½	10	9½	9½	9	9	9	7	7	6½	7	7½	8½	9½	10	9	10	
Barn (Reproof)	35	54	43	36	50	55	52½	51	52	50	50	50	39	37½	34	39	41	47	52	55	52	55	
Barn (Ordinary)	29½	46½	37	30	43	48	46	45½	46	44½	44½	45	34½	34	32	36	36½	41	46	48	45½	45½	
Barn (Reproof)	28	63	43	34	39½	34	32	30	30½	29½	29½	29	24	23	20	25	26½	30	33½	44	42	42	
Barn (Ordinary)	24	37	30	22	34½	32	30	29	29	28	28	28	22½	22	21	24	25½	28	31	31	28	25½	
Barn (Reproof)	30½	68½	48	33	45	48	46	45	45½	44	44	44½	34½	33½	25½	29	31	34	38	36	32	32	
Barn (Ordinary)	24	54	37	30	34½	34	32½	32	32	30½	30½	30½	24	23	22½	24½	25	27	30	30	30	31½	
Barn (Reproof)	21½	48½	34	27	30½	30	26½	25	25	24	24	24	20	19	19	21	21½	23	26	24	19	20	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Reproof)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	12	13	14	13	13½	
Barn (Ordinary)	14	12	12	10	13	15	13½	12½	13	13	13	13	10	10	10	10½	10½	1					





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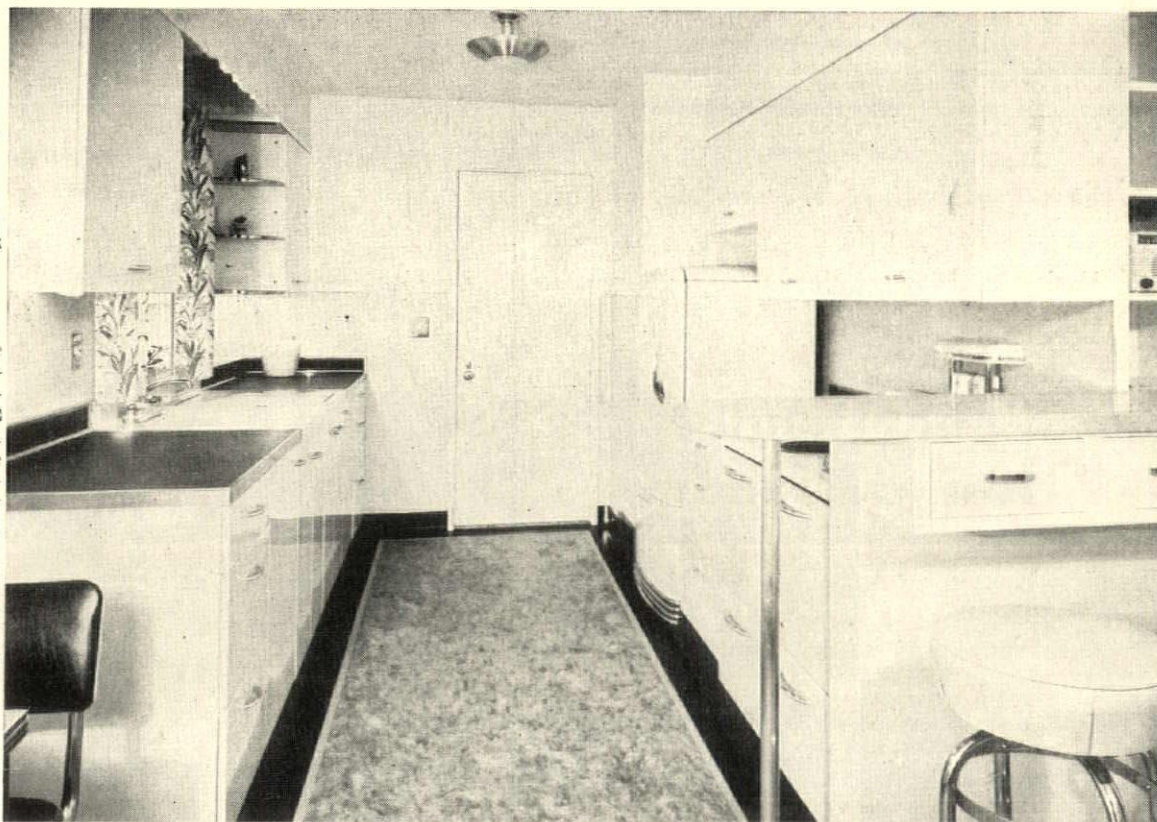
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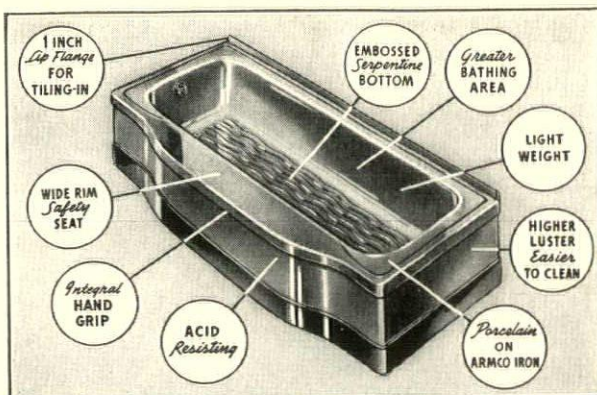
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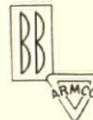
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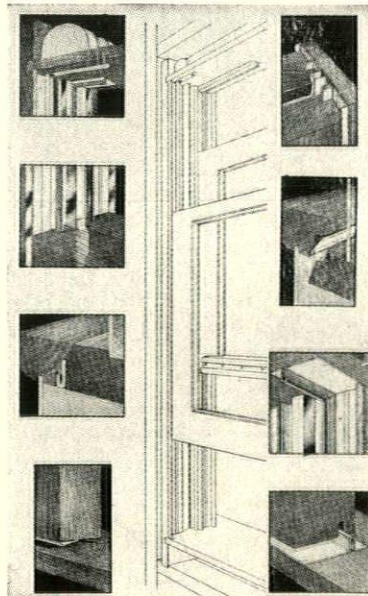
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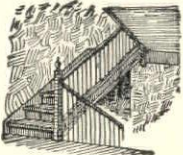


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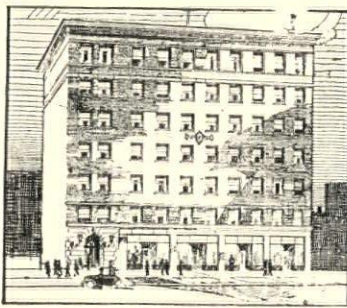
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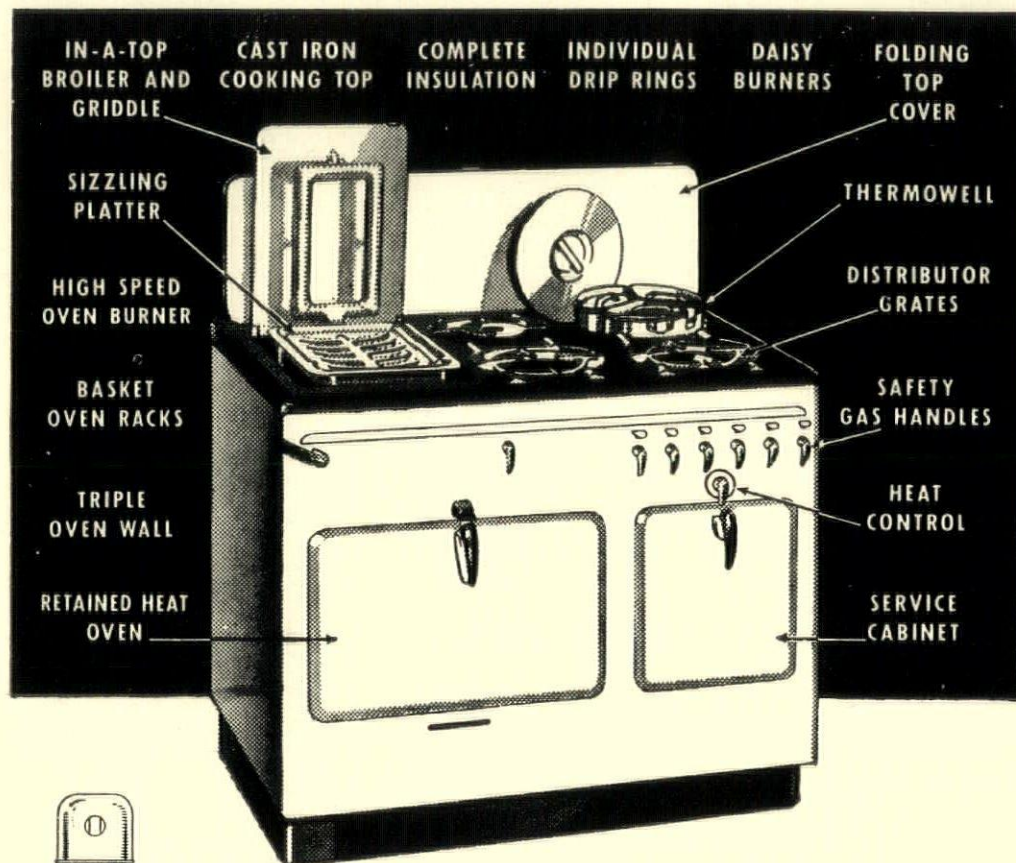
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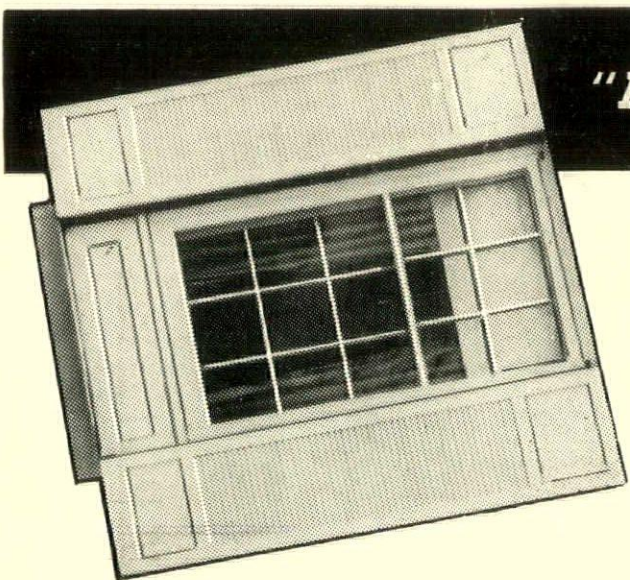
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Entered as second-class matter Dec. 9, 1930, at the Post Office at Detroit, Mich., under the Act of March 3, 1879. Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00) 10c per copy.

Volume 15

DETROIT, MICHIGAN, MARCH 25, 1941

No. 12

## COMMENTS FROM THE BALCONY

by Kenneth C. Black, A. I. A.

During a recent address at the Art Institute in Detroit, Dr. Walter Gropius developed the idea that during the periods of great historical styles the architect was a "master builder." He defined the master builder as an individual who was himself a skilled artisan in the building crafts. This individual merely furnished a general pattern for the building, leaving the details to be worked out by artisans on the job. Thus the function of the architect in those days was simply, according to Gropius, to establish a mathematical rule-of-thumb proportion for the building and all its details. Following this the "architect" supposedly took up a trowel and chisel, and proceeded to help build the building.

This working out of problems "on the spot" had the advantage, again according to Gropius, that if the first solution was unsatisfactory the work could be torn down and done over. Furthermore this co-ordination of co-operative effort by various trades under the participating direction of the master builder resulted in a "unity" which is essential to the production of good architecture—a "unity" which Dr. Gropius apparently feels is almost wholly lacking today. For, continuing to contrast the methods of procedure of the master builders of old with the architect of today Dr. Gropius says, "How different it is today when the architect is expected to foresee every detail of a building on his drafting board." Pursuing the point still further he states that in order to foresee every detail the architect must be familiar with all types of building materials and, furthermore, must be able to work in these materials with his own hands. He even goes as far as to state, "It is unthinkable that an architect could guide all sorts of craftsmen without ever having put his hands in the mud, without ever having handled tools and materials himself. This kind of hand-work and brain-work combined would regain the advantages of the master workshops of former times, but on a modern basis."

Now this line of reasoning gives rise to three distinct impressions. The first is that Dr. Gropius would have us achieve an essential "unity" by a return to the methods of operation of the master builders of the middle ages. The second is that he would have us believe that the architectural masterpieces of old were, with the exception of their general proportions, created "on the spot" rather than over the drafting board. And the third is that we can't possibly hope to become good architects if we aren't also good



Black

masons, carpenters, sculptors, painters, plumbers, and electricians at the same time.

The first impression is amazing—simply because it is difficult for a credulous person to believe that a modernist would advocate going "back" to anything. Especially going back to a method of building which, as a concept of the middle ages, has no parallel in modern life.

The second impression is, it seems to me, susceptible to refutation. When I was in Florence a few years ago I visited Michaelangelo's house in the Via Ghibbilinea. The house was then used as a museum and a number of Michaelangelo's original drawings were on display. Among the many exhibits was a working drawing of a kitchen cupboard. The drawing was at large scale, was worked out in great detail, and contained dimensions and explanatory notes such as one would find on details produced by any first class architect today. I was so impressed at seeing such a simple drawing by so great a man that I wrote a note about it to Ernest Wilby because it seemed to be an excellent illustration of something he used to tell his classes, namely: that no designer should consider himself too big to do the little things. Today I recall that drawing for another reason. It makes me wonder if Dr. Gropius would have us believe that the man who lavished so much thought on the design of a kitchen cupboard would leave the details of the dome of St. Peter's to be worked out by the artisans on the job. It is far more likely that there were no more changes from the original plans during building operations in those times than there is today on building projects of comparable size and duration.

As for the third impression it seems that Dr. Gropius is taking a rather dogmatic stand. It seems ridiculous to say, "It is unthinkable that an architect could guide all sorts of craftsmen without ever having put his hands in the mud, etc.," when we all know many architects who have never done a day's manual labor on a building job in their lives. If one believes the theory, it would seem at least more prudent to delete the word "unthinkable" and to substitute the thought that a good architect might be even better if he had a wider knowledge of materials thru manual experience with them.

As a matter of fact it might be observed that while knowledge acts as a stimulant in some fields it frequently cramps the creative imagination by substituting a superficial technical attitude toward design for the innate love of beauty which is common to all men—not even excepting the most uncivilized. Some critics have been so bold



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## PLAN AND DESIGN OF THE SMALL HOME

By Talmage C. Hughes

Chairman, Committee on Public Information  
The American Institute of Architects

A talk before the Detroit News Builders' School  
March 17th, 1941

Today, with the whole nation aware of its preparedness problems, the importance of proper planning has taken on a new meaning that is brought home to everyone—for preparedness is planning.

House building has in the past been regarded by many as the easy job of the building business, requiring neither technical skill in planning and design, nor science in erection. The popular belief that stock plans, that need only a little shifting around, plus a little knowledge of the assembly of materials, are sufficient to insure a satisfactory home, accounts for many disappointed and disgruntled owners.

One who pays five dollars for material to make a dress would not consider it extravagant to pay fifty cents for a pattern to insure satisfactory results, and how much more important it is to have a proper pattern before starting to build a home. Two houses of essentially the same size, character and cost may represent two extremes; the one inconvenient in arrangement, with a large amount of waste space, of poor construction, ugly and commonplace; while the other, well planned, is convenient to live in, substantial, and lovely to look at.

Houses have personalities, just as do people. Have you not seen architectural hair raisers that caused you to speculate on what manner of man lived there? And what an emotional thrill to view a home that bespeaks the beautiful, well ordered lives of its occupants!

This is never accidental. It is often spontaneous but always the result of good taste expressing itself, through the principles of composition and harmony in design. This has been so throughout the ages, as great men gave their best efforts toward the planning of beautiful homes, leaving upon them the indelible mark of fine character.

The homes in which we live influence us very definitely. If they are beautiful and comfortable they effect us favorably, making for repose and relaxation, for quicker recuperation from fatigue of mind and body, for cheerfulness of disposition, for wider and higher interests, and for a fuller and better way of life.

It is, therefore, quite apparent that proper planning and designing are most essential to the successful small home.

One of the principal qualities is appropriateness—or fitness—to the family's needs. It is just as poor planning to over-build as to under-build. The house should be planned to fit the occupants' every need, but with no excess load to carry. Of course, future requirements should be considered, insofar as they can be foreseen. Certainly a family should not outgrow their house in a few years.

The possibility of expansion is very desirable, a future room over the garage, in the attic, or elsewhere if it fits in naturally.

Perhaps the most common mistake is the tendency on the part of some to try to make their plans too all-inclusive; the popular fallacy that the inclusion of many items at the time of planning will cost little, but that if added later the cost would be great. This has wrecked the plans of many prospective home owners. The soundest advice is to plan for what you can afford and to consider your house from the standpoint of a suitable place for you and your family to live, rather than as a show place. Time was when people bought automobiles, not on the basis of the most suitable means of transportation, but to impress their friends.

The only excuse for this in building is in the case of a large corporation who erects a building of impressive character for its advertising value, as well as for its utility; but to try to apply this to the small home would be folly. In fact, those who finance homes take care that this doesn't happen. It is not my purpose to advise you in detail on the financing of homes; that has been covered in this series, by the most authoritative speakers. It is within the scope and duty of the architect to guide his client in this respect, lest his plans be of no avail. A house that goes

far beyond an owner's needs could never be great architecture, but if you build your home to suit perfectly the needs of your household it will take its place in writing the history of our period.

Now let us consider some of the elements that go to make up good planning. Before an architect can begin to put anything on paper he must visit the site, and let me say right here that it would be better to have him do this before you have made a definite commitment on the lot. Aside from the usual considerations to fill the owners' requirements, there are others that can be discovered only through careful analysis by a trained person. For instance, there are often deed restrictions that would make it difficult, if not impossible, for an owner to build the kind of house he has in mind. Utilities must be checked to locate gas, water, sewer, and electricity; to see that extension of services would not be too costly. Is there an alley or an easement, and what about the collection of garbage? Will an incinerator be necessary, or a septic tank? Is the sewer deep enough so that the house could be set close to the ground, or would the sewage have to be boosted up by a pump? The character of neighboring houses must be considered, and distances to side lot lines, on which side driveways are located, and distances between houses. The terrain of the site, whether it is level or rolling, will effect the plan. Trees are valuable and should be saved or moved where feasible.

The height of neighboring houses should also be taken into account, so that the new house will fit in harmoniously.

Orientation, or the arrangement of rooms with respect to sunlight, prevailing breezes and views, is important. Privacy with regard to neighboring houses can be secured by proper planning. In many cases it is desirable to plan principal rooms so that they overlook gardens at front and rear. Porches should be secluded and screened from neighbors by planting.

Having determined these physical aspects of the lot the architect visits the home of his client. He listens, observes and takes notes. Without being inquisitive, he learns much of the family's home life, their likes and dislikes. It is surprising how revealing a few visits can be, and how valuable to the architect. Do they entertain much or little, and the many other things that go to make up the home life of a family?

So far you may think, I have talked about every thing but architecture. This is because there is a great deal more to it than just a plan and a specification. All of the elements of home building must be coordinated, and brought into a harmonious whole, the financing, the lot, the plans, specifications, mechanical equipment, built-in features, landscaping, decorating and furnishings.

To consider, more specifically, the plan of the small home, let us start with the first floor. A front platform at the entrance is generally one or two steps up from the walk, and if the first floor is kept close to the ground no railing will be needed. Where no roof is provided over the entrance it is well to recess the front door slightly to afford protection from the weather.

The front entrance hall should be a focal point, affording easy access to all first floor rooms, as well as to the stairway to second floor. In this case, for the small house, a vestibule can very well be dispensed with.

The placing of a dining room can make or spoil a plan. Where there is an arch from hall to living room and an arch from living room to dining room, wall space is generally sacrificed. A more desirable plan is for the dining room to open in front of you as you enter. This permits an open effect with a large window looking through into the garden. Screening, in the way of tropical doors, or shutters will provide privacy without destroying the open effect.

This type of plan also closely couples all main rooms to the front hall, instead of making the living room a passage way. Such a living room also becomes more private and lends itself to a more satisfactory arrangement of furnishings. With front living room window and the dining room window brought close to the floor this arrange-

See SMALL HOME—Page 6



## SIXTH ANNUAL BUILDERS SHOW GRAND RAPIDS

The fifth Show, in which the Grocers & Meat Dealers have been connected with Builders & Traders, is being held this year.

The Demonstration Home has been built as the chief educational feature.

1940 Architect—W. P. McLaughlin

1941 Architect—Emil Zillmer

Estimated Attendance through Home—25,000

Estimated Attendance at Show—35,000

77 Exhibits in Builders' Section

Frank E. Ederle has been Secretary of Builders & Traders for 9 years.

### DATES FOR SHOW—MARCH 24-29 GRAND RAPIDS CIVIC AUDITORIUM

Builders and Traders Building Committee selected Emil G. Zillmer, prominent architect for the Ideal Home for the 1941 Home Show, sponsored by the Builders and Traders and the Grocers & Meat Dealers Association.

Architect Zillmer assisted in choosing the site, a suitable lot in a new development.

The type of house, early American in design, and the size, and cost to suit the needs of the modest family were important factors determining this project, also its suitability to location determined by the adjoining house in the neighborhood.

The plan of the first floor, comprises a living room, 13'x19' with a fireplace, a dining room 10'x13', Kitchen 9'x9'8", complete with modern cupboards, electric range and refrigerator, powder room and main stair hall with a colonial wood railing.

The second floor has three bed rooms and bath with a

unique alcove to serve as a sewing space with cupboards for storage, serving as linen cases.

The basement has laundry tubs and an oil fired furnace. The exterior is of siding painted in the old traditional



manner, White Colonial, shutters and red roof. The iron rails on the front porch gives it an air of dignity.

John Schoperkotter was the contractor.

The house has all the modern appointments of the present day.

#### BLACK—(Continued from Page 1)

as to say that a savage never creates anything ugly. The ability to create ugliness has been reserved for the citizens of the most advanced technical countries on earth. It has even been suggested that the box-like quality of much modern design is traceable to the fact that the designer, thru his experience with the manual use of tools, has become so impressed with the practical difficulties encountered in doing anything more complicated than nailing two square boards together that the limits of his imagination are reached when this result is accomplished.

All of which leads to the observation that the creation of good architecture is not so much a problem in technics as it is in human understanding; not so much dependent on the head as on the heart; and not so much an expression of the intellect as of the human soul. It seems a pity that so many architects, in their zeal for technical perfection and in their desire to achieve originality at any cost, have so lost touch with basic human values that they feel impelled to defend their creations by saying, with Gropius, "An artist of today can be understood only by a clique."

#### BUILDERS AND TRADERS RENAME OLD OFFICERS

Grand Rapids Builders and Traders Exchange has re-elected Martin Osterink as its president. The following other officers also were re-elected: Vice-president, Henry Lightner; treasurer, Charles VanderVelde; secretary-manager, Frank E. Ederle.

Wayne H. Young, of Behler-Young Company, is a new member of the board.

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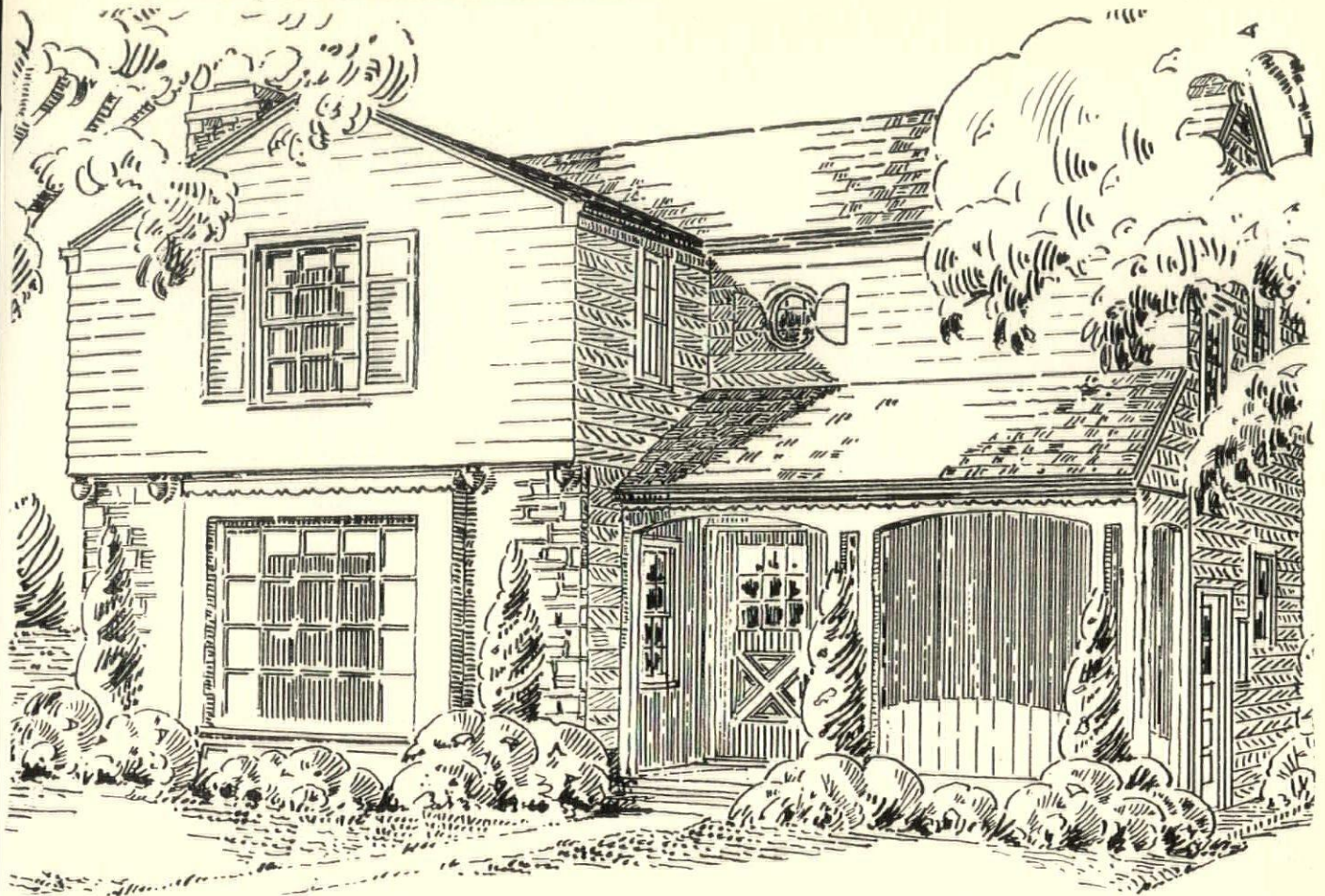
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### GRAND RAPIDS IDEAL HOME OF 1941

EMIL ZILLMER, Architect

The Ideal Home of 1941, which is the top educational exhibit of the Complete Home Builders and Food Show, scheduled for the Civic Auditorium, in Grand Rapids, March 24 to 29, has been opened for public inspection. The model house is located at 1628 Margaret Street, S. E., and admission is free during the visiting hours of 12 to 9 p. m. on Sundays, and 1 to 5:30 and 6:30 to 9, week days.



Zillmer

Forty-one firms and persons associated with the building industry co-operated in erection of the Ideal Home, which was planned and built with the purpose of demonstrating to prospective home-builders, uses of modern equipment, materials, new methods in construction and various services offered by members of the building and home furnishing trades.

Many features of attractiveness and convenience are displayed in the Ideal Home of 1941. Particular emphasis is being placed on room arrangement, convenient built-in features, the compact, efficient heating plant, the concrete construction of the foundations and walls, and detail and design of interior trim.

Decorations and furnishings have been selected with the idea of attaining suitability, comfort, practicality and economy, in accordance with the income of the moderate-priced home builder.

"We have attempted to make the Ideal Home of 1941 complete in every detail, and through the cooperation of members of the building industry, we believe that we have achieved a moderate-priced house from which many ideas may be obtained and utilized in other homes now being planned," said Emil G. Zillmer, architect for the home.

The Complete Home Builders and Food Show is sponsored by the Builders and Traders Exchange and the Grand Rapids Retail Grocers and Meat Dealers Association.

### NEW GRAND RAPIDS REPRESENTATIVE

T. K. Bender, known to everybody as "Dutch," and who is a manufacturers' representative in Grand Rapids has been named West Michigan representative of the Weekly Bulletin of the Michigan Society of Architects. Besides serving as advertising manager for that area, Bender will also be news correspondent.

Bender, who is well liked in the building fraternity in the Grand Rapids area has been most loyal to the architectural profession. This is quite natural as he received an architectural training at the University of Michigan in 1915-17. Perhaps you have already noticed the additional representation in the Bulletin from that live section.



Bender

We may expect even further reports of activities from the West Michigan Division, what with Roger Allen doing a daily dozen in the Grand Rapids Press under the head "Fired at Random". Somehow the title suggests something of our early experiences as a draftsman.

### OWEN-AMES-KIMBALL ENTERTAIN GEN. ELECTRIC AIR-CONDITIONING AND COMMERCIAL REFRIGERATION DEALERS

General Electric Air-Conditioning and Commercial Refrigeration Dealers from western Michigan convened at the show rooms of the Owen-Ames-Kimball Company on Wednesday, Thursday and Friday of the past week.

Mr. Chas. J. Rigby from the General Electric factory at Bloomfield, New Jersey and Mr. Bernie Maseritz, General Electric District Manager, assisted the Owen-Ames-Kimball Company in presenting the new products for the 1941 season.



**SMALL HOME**—(Continued from Page 3)

ment tends to make a small house appear spacious, and to bring the house and garden into close relationship.

There is also a third dimension to be considered, and that is ceiling height. A large room should be higher, and so some living room floors are dropped a few steps from the rest of the house. Small rooms look better with lower ceilings, or corners cut off by the roof.

The living room fireplace is generally placed on an outside wall. Perhaps to be directly in front of one entering. There are also good reasons to place it on an inside wall. In that case some surprises are held back, which lead one on and make him want to continue and see what is around the corner. There is much to be said in favor of not displaying everything at first glance. This principle is used in churches, where columns lend mystery to what is to come.

The kitchen, of course, should be close to the dining room, the grade door and basement stair. The lavatory or powder room should be accessible to both the front hall and service portions.

Similar principles apply to a second floor plan, the hall being a center to which all rooms open conveniently. This hall should not be so large as to mean wasted space, and all unnecessary passages should be eliminated. There are cases, however, where a passage is actually an economy of space, as well as a means of securing more privacy.

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WEEKLY BULLETIN

**EXAMINATION FOR ARCHITECTS**

The next State Board Examination for Architects will be given at the University of Detroit on April 10th, 11th and 12th; the examinations for Professional Engineers will be given on April 12th at the University of Detroit, University of Michigan, Michigan State College and the Michigan College of Mines; and the examinations for Land Surveyors will be given on April 11th and 12th at the University of Detroit, University of Michigan, Michigan State College, and the Michigan College of Mining.

Application blanks and full information may be obtained by writing to the office of the Board, 307 Transportation Building, Detroit.

F. A. Miles, architect announces his new location as 16609 Kercheval Avenue, Grosse Pointe, Michigan. The telephone number is NIagara 0251.

**ARCHITECTS' REPORTS**

AGREE CHAS. N., 1140 Book Tower

Plans for re-modeling exterior, Avalon Theatre—Linwood Avenue.

One story Comm. Bldg., at 9 Mile Rd., East. Det. Tri-Square Realty Co., Owners. Con. let to F. H. Martin Co.

Two story reinforced concrete warehouse, located at 253-265 E. Milwaukee for B. & C. Investment Co., owners. El. Wk.—McCleary & Hannon.

Prep. plans for two story and basement department store, located on Biddle Avenue, Wyandotte.

Modernization of Goodwin's Gratiot near Farmer. Modernization of exterior, interior, new air conditioning, heating system, new elevators. Taking fig.

1 story store bldg. on E. Jefferson for A. & P. Tea Co. Con. let.

Re-modeling Store—13116 East Jeff. Bids due Mar. 24.

C. F. J. BARNES

Alt. to Res. Farmington. Taking fig. about March 25.

BRANDT, CHRISTIAN W., Eaton Tower

Electrical contracts on Western Auto Supply Co. let to Southeastern Elect. Co.—Elevators Haughton.

BENNETT & STRAIGHT, 13530 Michigan Ave.

Bids closed on Architectural and Mechanical trades—Dr. Wright Clinic and Office Bldg.

2000 Seat Edison Theatre—30 Bowling Alleys—Owners—Circle Midway Theatre Co.

Forum Theatre—Southfield Rd.—Mech. bids closed.

New Theatre—Midland, Mich. Prep. sketches.

Plans for 1000 seat Theatre, Rochester, Mich.

Allen Park Theatre. Fig. closed.

BRANDT, CHRISTIAN W., 3408 Eaton Tower

Add. to Bldg., Gratiot and 7 Mile Rd., Bids closed.

DES ROSIERS, ARTHUR, 1078 Maccabees Bldg.

Figures on Res. Westchester Road, G. P. P., closed.

Add., St. Joseph's Parish, Raymond & Gratiot. Bids closed.

GIFFELS & VALLET, Inc. & L. ROSSETTI ASSOC. ENG. & ARCH., 1000 Marquette Bldg.

Bldg.—King Seeley Corp., Ann Arbor, Mich. Bids closed.

Structural Steel, Bldg. & Htg. El. Wk., Sprinklers, etc.

Taking fig. on Studebaker Plant, Ft. Wayne—Superstructure, Sprinklers, Pibg., Htg. & Air Con. El. Wk.

Also fig. on Engine Plant—So. Bend. Superstructure.

MALCOMSON, CALDER & HAMMOND, 1219 Griswold

Prep. plans for Add. to Wilbur Wright High School.

Plans for Res. for Arnold Barrett, near Clarkson.

MERIT & COLE, 1111 Collingwood

Prep. plans—Add. Westminster Presbyterian Church.

Lansing, Mich.

Plans, Jehovah Lutheran Church, Greenfield Road & Outer Drive.

Plans for Mt. Zion Lutheran Church, 7 Mile Road.

STAHL, JNO Co., 820 Frances Palms Bldg.

Taking fig. on Bethany Evangelical Lutheran Church.

TILDS, PAUL, 2539 Woodward Ave.

Bids closed—Res. Mrs. Edith Emmerman, Palmer Woods.

Two Story Office Bldg. Con. let.

Res. 32x39—Huntington Woods, Taking fig.



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